



**FOR IMMEDIATE RELEASE**

**David M. Tait, OBE Joins AvGroup**

Miami, FL. - July 15, 2009

AvGroup CEO, Guy R. Booth, announced today that David M. Tait, OBE, has joined the company as a Senior Associate effective July 15, 2009. "David brings to AvGroup a marketing and management expertise that will be a real plus to our organization and we are excited to welcome him to the team", remarked Booth.

Tait will be directly responsible to the CEO in spearheading the company's increased focus on its Interline Billing Recovery Service (IBR). For the past several years, AvGroup has been identifying interline over-billings on behalf of its growing list of airline clients' and has successfully developed a solid reputation while carving-out a niche with its business model.

A lifelong "airline guy", David Tait is a self-described "marketing and customer service nut" who has worked closely with some of aviation's greatest innovators: Sir Freddie Laker, Max Ward (Wardair, Canada) and Sir Richard Branson. At Virgin Atlantic, where he was the first employee, he drove the airline's success for its first 20 years with a combination of smart edgy marketing and truly innovative products and services. "Under-promise and over-deliver" has always been his mantra. David has also spent time on the GA side of the field developing a VLJ, as well as air taxi, and all premium class business models.

On May 1<sup>st</sup>, 2001 at Buckingham Palace, David's achievements were recognized when he was awarded an OBE (Officer of the Order of The British Empire) by Queen Elizabeth for "*services to British aviation in the United States*".

AvGroup, based in Miami, Florida, provides B2B services and expertise, information and intelligence, web-technological solutions, and, B2C relationship management in 4 unique and diversified divisions for the commercial aviation business. AvGroup is an IATA Strategic Partner, a member of the Latin American and Caribbean Air Transport Association (ALTA), and a member of the Greater Miami Aviation Association (GMAA).

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