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MACH2 MANAGEMENT, INC.

Winter 2011 Newsletter

Volume 2, Issue 1

Dear Steve,

Happy New Year! Wow was it just me or did the holiday season just ZOOM by? Thanksgiving, Christmas, and New Years seem like they were six months ago. Mach 2 is in full afterburner, knee deep in auto shows, Detroit this week, both Washington and Philly start on the 28th, then Chicago on February 9th. I was in Detroit for the press days and it seemed like our good friends at Ford were the center of the Detroit Auto Show universe. The 2011 Explorer that we helped launch via helicopter at AirVenture 2010 was crowned the "TRUCK OF THE YEAR" the week before Ford launched the new electric Focus at the Consumer Electronics Show in Las Vegas - where they stole the show from the electronics companies. The electric Focus also wowed them in Detroit, especially when it was announced that it takes only 4 hours for a full re-charge!

There is a lot of hustle in the office launching a new campaign for The Veterans Airlift Command, a really great organization that provides transportation for wounded vets and their families via private aircraft. It's really worth a couple of minutes of your time to visit www.veteransairlift.org click on "Latest News" then scroll down to the NBC Nightly News with Brian Williams video. It's a 3 minute piece that really brings it all home.

Terrafugia has been all over the news lately. There is a really nice article in the current Departures Magazine, They graced the cover of the Christmas Hammacher Schlemmer catalogue, and had a nice article in People Magazine a few months ago. Stay tuned for some exciting news regarding summer plans for Terrafugia, you won't be disappointed.

I am heading to Reno at the end of the month with the good (make that great) folks from Pilatus Aircraft. We are going to look at the "Safari Club International" trade show - the largest hunting and safari show in the world. There is no better aircraft in the world for this market and there are already several Pilatus Aircraft in use all over the world supporting safaris and extreme outdoor adventures. Look for Pilatus at The HITS Thermal Desert Circuit Horse Show held March 11-13 in Palm Springs, California.

Planning for EAA AirVenture Oshkosh is in full swing already, and based on our initial discussions, there is no doubt in my mind that this will be the best Oshkosh ever for Ford. I've been sworn to secrecy but as soon as I can I will share some of the highlights!

Right now I'm heading home to shovel the walk.

Best Regards,

Skip

Q4 2010 Highlights

Mach 2 Management is an Event Marketing firm specialized in industry events and trade shows throughout the country. Use our years of experience to successfully complete your project. We will work alongside your team as a partner, to add value and enhance the impact of your marketing program.

Let us help with your next event!

-Strategy
-Staffing
-Experiential
-Fulfillment
-Event/Trade Shows
-Sponsorships
-Air Shows
-Ride and Drives
-Consulting

No job is too large or too small!

From start to finish, or anywhere in between:

Let us handle the details, so you

A great relationship continued this year with Ford Motorcraft and Mach 2 at the AAPEX show in Las Vegas, Nevada. The show ran from November 2-4 at the Sands Convention Center. Mach 2's involvement was multifaceted in 2010. It ranged from all logistical pre-event needs, meeting organization, reception preparation and execution, to all display booth management needs for the event. All meetings and receptions were extremely well received and widely attended. In addition, the show exhibit was a beehive of activity for brand interaction. A wonderful time in sunny Las Vegas was had by all participants and guests of Motorcraft and we look forward to 2011!

2010 may have ended, but the Auto Show circuit has just begun. Representing the classic brands of Land Rover and Jaguar, Mach 2 assisted in delivering show management and lead generation at the South Florida International Auto Show, and the L.A. Auto Show. The new Jaguar XJ has continued to be a hit, and the brand new Range Rover Evoque launch in L.A. was met with a terrific response. Jaguar also displayed their concept vehicle, the C-X75, in L.A. and show-goers flocked to the display to catch a glimpse. A great beginning to a season!

Michelin Aircraft Tire once again had a presence at AOPA's Aviation Summit, in Long Beach, California, November 11-13. The three-day event featured Airportfest, AOPA's aircraft static display, the Red Bull Street Team, educational forums, and a 500-booth exhibit hall. Mach 2 handled all pre-event logistics, exhibit management, and all freight needs for our partners at Michelin. This was one of the first events under Mach 2's new increased role with Michelin to handle all North American Shows.

With the help of Mach 2, Terrafugia was also at November's AOPA Aviation Summit, which is one of the most popular events for pilots and aviation

can handle the business.

RAPID RELIEF Incentive

With the economy the way it is, the unprecedented need to conserve has reached businesses everywhere. Within many companies the events department has been cut altogether. While this circumstance is only temporary, we understand the difficult situation many businesses find themselves in today. As a result, Mach 2 is offering special pricing for businesses in this unfortunate dilemma.

Click on the Rapid Relief Incentive icon above to get more information!

Mach 2 Management Sponsors Local Arts and Theater

Merry-Go-Round Playhouse

Rochester Broadway Theatre League

enthusiasts all over the country. This event was especially unique this year because one of our Program Managers, James Santimaw, drove across country from Boston to Long Beach in a Ford F-250 towing a trailer with the Transition Roadable Aircraft enclosed. He did this solo there and back, while providing staffing assistance at the show exhibit in between. In between this and other show logistical support, our clientele look to this example as a prime reason why we "take care of the details, so you can take care of business."

New Clients

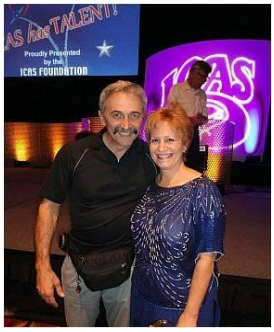
PILATUS

Pilatus Business Aircraft is the latest addition to the always-expanding client list here at Mach 2. The Pilatus PC-12 is often referenced as the world's greatest single-engine turboprop aircraft. The company has reached out to us for assistance with expanding and executing their event-marketing business segment. We are understandably excited to be working with Pilatus due to their great reputation and versatile product-line.

We are currently assisting Pilatus with marketing and logistics planning for their sponsorship and presence at the HITS (Horse Shows In The Sun) in mid-March in Thermal, CA. HITS manages many major horse shows throughout the nation emphasizing the high-end equestrian community. After that, we are looking forward to working on a large scale Pilatus customer event in the summer. Details to follow!

Internal News

At the recent International Council of Airshows (ICAS) convention in Las Vegas, the ICAS Foundation, a group that raises money to help air show performers in need, staged a fund raising show, "ICAS Has Talent." Various pilots, service providers, and show announcers strutted their stuff over the course of the evening. Our talented Victor, NY Office Manager, Nancy Lowe, sang the Irene Cara song "Out Here On My Own" and did a wonderful job. The country music artist Aaron Tippin, who also happens to be a pilot, was a judge for the show.



Nancy with Aaron Tippin

Mach 2 is also pleased to announce the addition of a new member to our team. Melissa Stroyer joins us with a BA degree from Nazareth College and a background in communications. In the winter she enjoys snowboarding, and in the summer she enjoys wake surfing. She grew up in Webster, NY, but has

Victor Marching Blue Devils

Quick Links for more Mach 2 Management Info...

Join our Mailing List!

Tip of the Month

One Task at a Time

The trend these days is to multi-task, especially with all the social networking options

spent time living in Maryland and Colorado. Melissa is back in Rochester now and is eager to help keep our momentum moving forward!

Upcoming Events

Auto Show season continues! Look for us managing the Jaguar and Land Rover displays at the following shows throughout the next quarter:

North American International Auto Show
Detroit, Michigan: January 14 - 23
COBO Center

Philadelphia International Auto Show
Philadelphia, Pennsylvania: January 28 - February 6
Pennsylvania Convention Center

Washington Auto Show
Washington D.C.: January 28 - February 6
Walter E. Washington Convention Center

Chicago Auto Show
Chicago, Illinois: February 11 - 20
McCormick Place

Michelin Aircraft Tire will once again have a presence at Sun n' Fun, March 29 - April 3, in Lakeland, Florida. The six-day event is an international fly-in and expo for the aviation community and hosts a multitude of industry exhibitors and spectators alike. This year, the show will feature the Blue Angels. Mach 2 will handle all pre-event logistics, exhibit management, and all freight needs for our partners at Michelin.

Terrafugia will be staying busy in the upcoming months by attending the U.S. Sport Aviation Expo in Sebring, Florida, January 20-23, as well as Sun n' Fun, in Lakeland, Florida, March 29 - April 3. These events are part of an exciting year for the company, who will be officially launching the new Transition Roadable

at our fingertips. However, too much multi-tasking can lead to poor job performance. Whether at work or play, remember to give 100% of your attention to the task at hand so you can reach your very best potential. Take pride in a job well done, not how many tasks you can do at once.

-**Nancy Lowe**
Victor Office Manager

Aircraft that is expected to be delivery-ready by 2012. Mach 2 continues to assist Terrafugia with all their event marketing needs, to go along with industry consulting. Stay tuned for more exciting news from both of us!

VETERANS AIRLIFT COMMAND INITIATIVE KICKS OFF IN JANUARY

For wounded veterans, life changes in an instant. For many, the road to recovery is long, painful and frustrating. The Veterans Airlift Command provides a critical service to those veterans...a service that is not covered by the government. Whether it's transporting a wounded warrior to the comfort of home, to a different medical facility, bringing family members to a vet or even getting them to a specific event that will aid in the healing process...the VAC delivers through the generous volunteering of private and corporate pilots from across the country.
Mach 2 has begun a major initiative to create awareness for the organization and to also secure donations that will enable the VAC to continue providing its compassionate service.
To learn more about the VAC, www.veteransairlift.org.