

THE CUSTOM JET SHOW ANNOUNCES THE AIRCRAFT LIVERY PRIZE

Dubai – September 8th, 2010 – The Custom Jet Show, the international showcasing platform for customised aircraft, has announced the Aircraft Livery Prize in partnership with Happy Design Studios. Winners of the Best In-flight Entertainment System for Commercial Aircraft and the Best In-flight Entertainment System for Private/Executive Aircraft Award categories will now receive free livery consultation services by Happy Design Studios' design experts. Depending on the aircraft category, each design created by the company is valued from US\$ 76,000 to US\$ 102,000. The awards ceremony takes place on November 8th 2010 at the Grand Rotana Hotel in Sharm El Sheikh, Egypt.

Happy Design Studios - designers of aircraft livery – have partnered with the Custom Jet Show for the Best Livery Design for Commercial Aircraft and Best Livery Design for Private/Executive Aircraft.

According to media reports, an increasing shift towards the personalisation of aircraft (the plural of aircraft is aircraft, not aircrafts) is being witnessed, especially in the private and executive aviation industries in the MENA region. These often take the form of bespoke interiors, customised liveries and choice of in-flight entertainment systems. With the personalised aircraft interiors market in MENA, Europe, India and Asia currently constituting US\$ 1 billion per annum (Zawya.com), together with the anticipated growth in business aviation, the scope for further expansion in this industry is immense. According to Bombardier's 2010 market forecast, the business jet market is expected to exhibit strong increase from 2010-2029 with 26,000 deliveries taking place during this period.

The Custom Jet Show caters to just this market. Taking place in Sharm El Sheikh from November 7th – 8th 2010 alongside the AVEX International Airshow, the event format consists of two exhibition days - November 7th – 8th - and the Custom Jet Awards, which will honour outstanding achievements in the categories of 'Exteriors and Aircraft Livery' and 'Passenger Experience'.

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About Happy Design Studios

Happy Design Studios is a studio based in France. The company designs original and tailor-made liveries for aircraft, helicopters and yachts. In addition to the livery design, the company also offers project management facilities for design implementation.

About AVEX

Organised every two years, **AVEX International Airshow 2010** is the Africa and Middle East region's platform for international aviation. The four day event, organised by naseba, is held under the patronage of the Egyptian Ministry of Civil Aviation at Sharm El Sheikh International Airport. Gathering key aviation decision makers, **AVEX** focuses on the Africa and Middle East region's rapidly expanding aviation sector and aids business expansion, the formation of new client-partner relationships and cross border partnerships. *For more information on AVEX, please visit: www.avexairshow.com*

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