



Nations Luxury Transportation, LLC Acquires www.privatejet.com

Atlanta based Nations Luxury Transportation, LLC acquires the domain name www.privatejet.com from Don't Look Media Group.

Atlanta, GA (PRWEB) February 21, 2012 -- Nations Luxury Transportation, LLC (Nations) today announced that they have entered into a definitive agreement under which Nations has acquired the domain name www.PrivateJet.com, from privately held Don't Look Media.com, a leading intellectual property holding company, for \$30.18 million in cash and stock. The agreement has been approved by the boards of directors of both Nations and Don't Look Media Group with an official launch for the new website in April of 2012.

The acquisition will increase Nation's worldwide visibility throughout the entire private aviation sector and will allow it to begin delivering a proprietary medium for jet charter travel and acquisition. Through the integration of its patented Jet-Connect Charter Bid System, Nations will deliver the industry's most efficient platform for worldwide charter, aircraft acquisition and private jet sales.

By the end of 2012, it is expected that PrivateJet.com will be generating over 250,000 unique visitors per month from over 52 countries worldwide and will serve as the destination website for Private Jet Travelers, Pilots, Aviation Brokers and Consumers who prefer to live life without limitations.

"PrivateJet.com is a phenomenal asset and when integrated with our proprietary technology (which allows charter operators to compete directly for your flight), it will help us revolutionize the super luxury segment of Private Jet transportation," said Nations CEO Kenneth Starnes. "Together both assets will create the future of real-time private travel so people can easily stay connected to family, friends, clients and colleagues anywhere in the world in the most efficient manner possible."

PrivateJet.com will provide 24/7 in depth coverage of everything related to the ultra high net worth lifestyle and will entertain and fascinate thousands of private jet users all around the world with its daily editorials, breaking news and Private Jet Travel Specials. "PrivateJet.com is the one and only place you need to go to for everything private jet," said co-founder Randall Da Costa. "By developing our proprietary social and trip bidding platforms, we have created synergy where there was none. Clients flock to our portal in droves and as a direct result of that, jet charter operators, aircraft sales personnel and other luxury goods and service providers are clamoring to be a part of it all. This is how you revolutionize a product," Da Costa said.

"After many seven and eight figure offers for PrivateJet.com, it took the vision and experience that Kenneth Starnes brings to the table to convince myself and our board of directors to move forward with the disposition of this asset," said Dont Look Media.com CEO Louis David. "Together, we will be able to accelerate defragmenting an industry that is ripe for new technological efficiencies, that will allow a more streamlined process for Private Jet Travel," David said.

"Louis David has a great track record as a leader and an expert in developing, monetizing and liquefying intellectual property assets, so when we had the chance to have him remain involved with the company and its management team, we felt that his insights would be simply invaluable to Nations," Starnes said.

Plans are already under way to create a universal media solution, which will include a Private Jet Magazine, Worldwide Lifestyle Events and a vast array of strategic partnerships, that will help PrivateJet.com be



recognized as the world wide leader both online and offline.

And coming this Spring, PrivateJet.com will launch its exclusive PrivateJet.com "Carte Blanche Card" that will provide its members with a vast array of exclusive offers never seen before within the ultra luxury segment. To learn more, visit PrivateJet.com and click "Carte Blanche".

About Nations Luxury Transportation

Nations Luxury Transportation is an aggregator of business models that service the luxury consumer. By rolling private jet charter, limousine and catering services into one unit, the group has managed to do what few others have done in the industry and that is to create a truly seamless end-to-end experience for the consumer. At a lower entry point to other jet card programs, the Nations Luxury Transportation group's "Carbon Fiber is the New Black" concept, (an actual carbon fiber all access card to nationwide jet charter flights at cost) has completely eliminated broker fees and other superfluous surcharges for members. "The goal is to build relationships," said Starnes, "and the way to do that is to be completely transparent."

With PrivateJet.com being its biggest acquisition to date, Nations Luxury Transportation is poised to become the biggest player in the world of private jet charter and jet sales while simultaneously opening the door to a host of previously disconnected luxury offerings such as exclusive private destination club access with its members club.

About Don't Look Media.com

Don't Look Media.com is a privately held Internet Monetization company that owns and operates over 4,000 intellectual property assets throughout 47 unique verticals. These assets include domain names, technology patents, trademarks, copyrights, telephonic properties and exclusive licensing rights to many high value intellectual properties.

DontLookMedia.com specializes in leveraging assets that can be developed to create future liquidity events, which often times create perpetual revenue streams.

With multiple liquidity events already realized in both 2011 and 2012, DontLookMedia.com is poised for a record year for both new transactions and legacy deals coming to monetary fruition.

For more information, press only:

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