



**NEWS RELEASE
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**NETJETS® LAUNCHES NEW ADVERTISING CAMPAIGN & LOGO
RECOGNIZING 25 YEARS OF LEADERSHIP**

***“Only NetJets® – Private Aviation Without Compromise” Campaign Highlights Category-
Defining Excellence and Solution-Based Services***

COLUMBUS, OHIO – February 3, 2011 – NetJets® Inc., a Berkshire Hathaway company (NYSE:BRKA), and the worldwide leader in private aviation, is introducing a new advertising campaign highlighting the theme of quality without compromise. The campaign unveils a new creative approach, messaging and logo, “Only NetJets® – 25 Years of Excellence,” in recognition of NetJets 25th Anniversary.

The new creative campaign is the first to highlight NetJets unparalleled depth-of-service offerings. In addition to pioneering and being the definitive leader in the fractional share ownership category since 1986, NetJets provides the most competitive and broadest range of Card, Lease, On Account and Fleet Management products and services in private aviation.

“As we embark on our 25th year as the definitive leader in private aviation, our new advertising emphasizes that backed by the unmatched resources of Berkshire Hathaway, NetJets leads the industry in everything from safety, service and stability to the size and scope of our fleet,” said David Sokol, NetJets chairman and chief executive officer.

Kenny Dichter, NetJets vice chairman added, “The new campaign acknowledges what NetJets is at its core: a complete private aviation solution without equal and without compromise. Everyone in the organization lives by this tenet every day. This is only one of the many reasons why more people fly privately with NetJets than with everyone else combined.”

The campaign was developed in partnership with Kirshenbaum Bond Senecal + Partners. The first new ads will debut Sunday, February 6, 2011, in *The New York Times* and *The Dallas Morning News*, appear in *The Wall Street Journal* February 7, 2011, and subsequently run in such magazines as *Departures*, *Forbes*, *Robb Report* and *The Economist*.

The NetJets programs worldwide offer the largest and most diversified private jet fleet, comprised of 13 of the most popular business jet types in the world and more than 800 state-of-the-art aircraft. NetJets pilots are the most highly-trained and experienced in the industry and, since its inception, NetJets has established an unparalleled reputation for being the safest and most secure private aviation company in the world.

About NetJets® Inc.

NetJets® Inc., a Berkshire Hathaway company, is the worldwide leader in private aviation and provides the safest and most secure private aviation solutions. NetJets fractional aircraft ownership allows individuals and companies to buy a share of a private business jet at a fraction of the cost of whole aircraft ownership, and guarantees availability 365 days a year with just a few hours' notice. The NetJets programs worldwide offer the largest and most diversified fleet in private aviation, which includes 13 of the most popular business jet types in the world. The Marquis Jet Card® provides access to the NetJets program through a 25-hour jet card. NetJets Inc. also offers aircraft management, charter management, and on-demand charter services through its subsidiary, Executive Jet® Management. More information on NetJets, the Marquis Jet Card, and Executive Jet Management is available at www.netjets.com.

All fractional aircraft offered by NetJets in the United States are managed and operated by NetJets Aviation Inc. Executive Jet Management Inc. provides management services for customers with aircraft that are not fractionally owned, and provides charter air transportation services using select aircraft from its managed fleet. Both of these operating companies are wholly-owned subsidiaries of NetJets Inc. All fractional aircraft offered by NetJets Europe are operated, maintained, and crewed by NetJets Transportes Aéreos, SA, a Portuguese/EU Air Carrier. NetJets has an affiliation with the provider of the NetJets Middle East Program. Marquis Jet® Partners, Inc. is a wholly owned subsidiary of NetJets Inc. and sells the Marquis Jet Card. Marquis Jet Card flights are operated by NetJets Aviation under its 14 CFR Part 135 Air Carrier Certificate.

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