

Reynolds Jet Recognized as Certified B Corporation by B Lab, Becoming the First and Only in the Air Transportation Industry

- *Reynolds Jet receives the prestigious designation awarded to companies using business as a force for good*
- *First and only aviation company in the world to hold this accreditation*
- *Reynolds Jet makes a difference for children and their families in need of specialized cancer care at Cincinnati Children's Hospital Cancer and Blood Disease Institute*
- *100% of net profits allocated to flying children and families into and out of Cincinnati*

Cincinnati, May 8, 2017 -- Today, Reynolds Jet, a leading aircraft management and private jet charter services company headquartered in Cincinnati, OH, announces becoming a Certified B Corporation. They join a league of 2,100 certified B Corporation companies from across 50 countries and representing 131 industries. B Corporation certification is created by B Lab, a nonprofit organization that recognizes and supports a global movement of people using business as a force for good. This prestigious certification is a verified benchmark for companies using the power of business to create a positive impact – social or environmental - through responsible professional practices and the power of their markets.

The announcement makes Reynolds Jet the first and only aviation player in the world - business or commercial - to be awarded the B Corporation status. Most importantly however, it sharpens the focus on measuring and benchmarking what matters. J Mercer Reynolds comments "By receiving this accreditation, it not only validates our mission-driven business, but has further strengthened our clear non-conforming identity and brand reputation in our industry. It compels us to focus on the benefits and interests of people (customers and employees), performance, profit and philanthropy."

Make no mistake, Reynolds Jet is not a charity nor a non-profit organization; they are for profit. But what makes this company interesting - and unique to the whole air transportation industry - is what it does with the profit. Reynolds Jet donates 100% of its net profit, from both their aircraft management services and on-demand private jet charter flights, onto a Private Jet Card to provide air transportation for certain economically challenged patients of families of Cincinnati Children's Hospital, who reside outside of Cincinnati. Reynolds Jet makes the travel arrangements directly with these patients and families.

"We're deeply grateful to Mercer Reynolds/Reynolds Jet for their generous plan to provide private air transportation to families outside of Cincinnati who are seeking cancer care for their child at Cincinnati Children's," says James Saporito, senior vice president, department of development, at the medical center. "Their commitment to serving families facing a difficult battle will provide hope to these families and opportunities to access care that otherwise may be beyond their reach."

For many companies, doing good may take a back seat to making money. But not for certified B corps. A B Corp is to business what Fair Trade certification is to coffee or USDA Organic certification is to milk. Unlike traditional corporations, Certified B Corporations are legally required to consider the impact of its decisions on employees, suppliers, consumers, the community and environment. B Lab certifies for-profit companies based on how they create value for non-shareholding stakeholders and they must also meet rigorous standards of social and environmental performance, transparency, and accountability. The certification helps customers and consumers identify the change makers.

Reynolds stated “How we do business is as important as the business we do. And obtaining this prestigious designation marks Reynolds Jet’s next logical step in our commitment to making things better; better for our employees, better for our aircraft owners and private jet charter clients, and making the world a better place for Children’s patients.” He continues, “Our people are our greatest asset. They provide extraordinary customer care in our quest for perfecting personalized aviation travel. Having the B-Corp Certification validates now helps them to connect deeper with our mission, and become an even more engaged workforce. There is now a reason to be part of making positive social change happen.”

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About Reynolds Jet

Since 2008, Reynolds Jet has established itself as one of the leading private jet charter and aircraft management companies by consistently providing exceptional boutique services and unparalleled quality to its customers. Large operator expertise, systems and knowledge fused with small operator agility, focus and attention to detail are among the key drivers for Reynolds Jet to consistently outperform any other in the business. The company’s operations are classified with the ARGUS International Platinum Rating – recognized as the ultimate validation of operational excellence and flight safety best practices – and holds IS-BAO Stage II registration, a set of performance-based and process-orientated standards recognized throughout the world.

Reynolds Jet headquarters are based at Lunken Airport, Cincinnati, OH and has offices in Austin, TX. It is the largest operator of Lunken Airport-based aircraft, and the Reynolds Jet managed fleet available for private jet charter currently stands at seven aircraft, across the large, super-midsize, midsize and light jet categories.

Reynolds Jet is a B-Corp certified company doing business as a force for good, by meeting rigorous standards of social and environmental performance, transparency, and accountability. The certification helps customers and consumers identify the change makers.

News and information are available at www.ReynoldsJet.com.

About Cincinnati Children’s Hospital

Cincinnati Children’s, a nonprofit academic medical center established in 1883, is one of the oldest and most distinguished pediatric hospitals in the United States. Cincinnati Children’s consistently ranks among the best pediatric cancer care centers in the nation. As one of the country’s largest referral centers, we care for nearly 7,000 families each year, specializing in some of the most rare and devastating childhood cancers that other institutes cannot treat. We continue to lead the way in providing cutting-edge cancer care while conducting the most advanced research possible. All of this makes us a true destination for families who receive the worst news they could possibly imagine.

For more information, visit www.cincinnatichildrens.org

About B Corporations

Certified B Corporations are leaders of a global movement of people using business as a force for good. They meet the highest standards of overall social and environmental performance, transparency and accountability and aspire to use the power of business to solve social and environmental problems. There are more than 1800 Certified B Corporations in over 130 industries and 50 countries with 1 unifying goal – to redefine success in business.

For more information, visit www.bcorporation.net

About B Lab

B Lab is a nonprofit organization that serves a global movement of people using business as a force for good. Its vision is that one day all companies compete not only to be the best in the world, but the Best for the World® and as a result society will enjoy a more shared and durable prosperity. B Lab drives this systemic change by:

1. Building a global community of Certified B Corporations who meet the highest standards of verified, overall social and environmental performance, public transparency, and legal accountability;
2. Promoting Mission Alignment using innovative corporate structures like the benefit corporation to align the interests of business with those of society and to help high impact businesses be built to last;
3. Helping tens of thousands of businesses, investors, and institutions Measure What Matters, by using the B Impact Assessment and B Analytics to manage their impact — and the impact of the businesses with whom they work — with as much rigor as their profits;
4. Inspiring millions to join the movement through compelling story-telling by B the Change Media.

For more information, visit www.bcorporation.net, www.bimpactassessment.net, www.b-analytics.net and www.benefitcorp.net