

MEDIA RELEASE FOR ELITE SIMULATION SOLUTIONS AG

ELITE and AVIC INTL sign exclusive distribution agreement for Chinese market

Elite Simulation Solutions AG is delighted to announce that it has entered into an exclusive distribution agreement with AVIC International Aero-Development Corporation in China. AVIC International Aero-Development Corp. will be acting as sole distributor of ELITE's entire established Flight Simulation product range.

AVIC International is one of China's leading Multinational companies with business interests in aviation, ship building, real estate and import/export. The company, with its remarkable reputation is the ideal partner to introduce and further develop Elite's re-known brand products to the continuously evolving Chinese aviation market. Elite will be working very closely with AVIC International Aero-Development Corp to establish and develop specific new product lines, which meet the constantly growing and evolving requirements of the Civil Aviation sector in China.

AVICADE's deputy Managing Director, Ms. Han Bing, said: "Since 2011 AVIC International Aero-Development Corporation started the pilot training business for the global market. Currently, the overseas training base located in South Africa trains more than 200 ATPL pilots each year. In the above training process, we use ELITE's simulators, which are reliable and cost saving all the time. Elite has supported us for our rapid-growing training business."

AVIC International Aero-Development Corp will be handling all of Elite's business in the Chinese market, beginning with the development of marketing materials, promotional activities, sales and after-sales support, as well as installations.

Elite's director of marketing and sales, René Huddlestone, said: "We are very pleased that AVIC INTL has joined our high quality global partners to distribute our products exclusively in the Chinese market. Elite's Swiss quality products along with AVIC INTL's drive for success perfectly combine all of our skills and expertise to cater to the constantly growing and evolving requirements in the region."

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