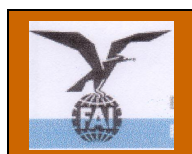


From France...



...to the 5 Continents !

Legends supplier since 1783!



PLANETE BALLOON®

24 rue Près Gâteaux-37800 Sainte Catherine de Fierbois-

Site : www.planeteballoon.com - E-mail : info@planeteballoon.com

EURL au capital de 5000 Euros - APE 6201Z - RCS Tours - SIRET 502 563 307 00011



PREAMBLE SECTION FOR AN ECOLOGICAL AIR TOURISM

PLANETE BALLOON® (PB) is a professional Company of hot air balloon tourism in the heart of the Loire Valley in France and Consulting Company for Aerial Tourism abroad.

PB has been authorized to transport passengers and responds to every claim of the international aerial statutory system. As a tourist development animator, the PB Company is often asked by National Authorities or Investors to resolve problems related to tourism, also to help promoting their destination.

(Reports, documentaries and organisation of aerostatics events).

Creator of innovating tourist products, PB filed applications for several trade marks, which are: Planete Balloon®, Touraine Terre d'Envol®, Rando-Aero®, Aqua-Aero®, Easy River®, Ecole des Aigles® (Training School for pilots), Surveillance des Parcs® (Parks supervision)...

Hot air ballooning is a booming tourist activity, which satisfies the current Standards: ecological, spectacular and safe. Widely developed in Europe, hot air ballooning is still inexistent in numerous tourist countries, which are although suitable for such an activity (climate, flights above sightseeing, fauna, flora, architectural sites...).

Hot air balloon has all the advantages to become the ecotourism's emblem of one country and its best Ambassador.

With a solid experience in Aero- Ecotourism, PB offers the countries responding to the selection's criteria to develop this kind of activity on their territory and to use the hot air balloon as a promoting tool.

PB already responded to several audits in favour of countries like Morocco, Algeria, Madagascar, India...



PB answers exclusively requests of Authorities (Ministers) or important local Investors, who want to add this activity to their tourist project.

1st PHASE

As soon as our mission statement is validated; PB connects with the tourist representative of your Embassy and contacts the concerned Economic Mission to gather information for the study (see Annex).

2nd PHASE

PB comes on-the-spot to evaluate the conditions for exercise in your country and to submit his Action Plan to the Authorities or the future partner.

3rd PHASE

According to our proposals, the Authorities or Investors consider the project and they choose the best of our proposals, which will be applied to develop the activity in accordance with the established time schedule.

You will find enclosed the necessary technical criteria for this activity and the conditions relating to settlement aid, of which the Authorities are in charge.

PB commits itself to provide a complete folder to the Authorities or Investors at each stage of the study.

The Authorities or Investors are in charge of the travelling expenses for the study of the area (estimated for 2 or 3 persons, a 6 or 8 days trip according to the area's width).

We hope you are convinced by our proposal, which is able to satisfy your needs of tourist-development and promotion.

We stay at your disposal to realise this study and to bring solutions appropriated to the specificities of your tourist destination.

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SELECTION'S CRITERIA

1. Favourable conditions:

Great landscapes, average wind speed under 20 km/h for the whole period, low precipitations, no storm, no major forests area, area far from the coasts, and easy access to the material after the flights.

2. Support of the Authorities:

- Zero rate of import duty for the first season
- Customs duty exemption to import the material
- Flight Authorizations above concerned area
- Authorization to transport passengers
- Destination- and activity promotion
- Aids to training projects:
Training school / Parks supervision

3. **Tourist Season:**
- Additional to Europe, from November to Mars
 - Identical to Europe, from April to October

4. Political Stability / Security

5. **Tourist Potential:**
- already existing
 - To be developed

6. Gas Catering: Propane / Butane / Tank / Bottles / Price

7. Official Languages (English, French, Others)

8. Potential of Sponsors (Authorities, local Companies, Tour Operator)

9. Initial expenditures (air- and maritime freight, accommodation, staff, marketing)

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MISSIONS of PLANETE BALLOON®

- Feasibility study for the tourist potential of the activity
- Proposals and creation of products for the country
- Provision of a hot air balloon with artwork (promotion)
- Material and staff settlement for the first season*
- Preliminary investigation of taking-off area and flight area*
- Creation of the commercial product
- Promotion to the Tour Operators
- International promotion of the product
- Help for employment creation*
- Environmental sensitisation and protection with the parks supervision
- Development of an equitable Tourism
- Connecting hot air balloon professionals
- Connecting International Organisations (UNESCO, Ecotourism...)
- Connecting with European Organizations (subsidy, development aid)
- Technical support during the start-up (tourism, training, parks supervision)*

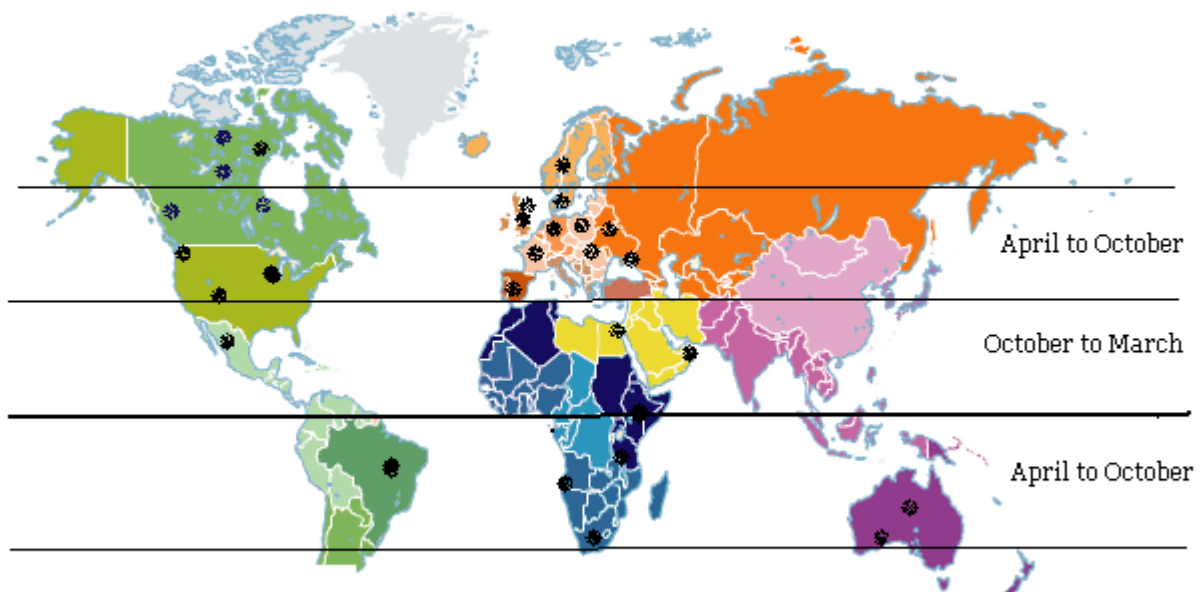
(* financial involvement of Authorities or Investors)



WORLD-WIDE ESTABLISHMENT OF HOT AIR BALLOONING

World-wide settlement of hot-air ballooning.

Project: Develop an ecological air Tourism in area complementary to Europe



Tourist development program including: commercial flights, local team training, handcraft, ecological Tourism, Equitable Tourism, nature conservation

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