

**For Immediate Release**

**Latitude S100 selected by Pacific Coastal Airlines**

Pacific Coastal Airlines has selected Latitude Technologies' state-of-the-art Iridium based flight tracking systems for installation in its seaplane fleet based in Port Hardy B.C. Each of the Pacific Coastal seaplanes is being equipped with a Latitude SkyNode® S100 flight tracking/data messaging unit. The airline, a well established name on the Canadian West coast, will also procure a secure network interface to Latitude's LWS Sentinel™ web-based flight tracking and data management solution. As part of the total package, Latitude has included its unique and proprietary flight profile algorithms for float planes. This algorithm



will greatly enhance Pacific Coastal's knowledge of each flight on a real time basis so that unusual characteristics can be immediately detected and investigated. Installation will include specialized annunciators to enhance the messaging capability of the flight tracking solution. "With the type of flying we do to many remote areas in coastal British Columbia, Latitude's tracking system is an invaluable tool", says Mr. Quentin Smith, president, Pacific Coastal Airlines, he adds, "The implementation of the

Latitude system has given us a sense of security and peace of mind that enables us to excel further in our float operations".

"Pacific Coastal Airlines has been very clear in their vision statement about delivering top quality service and an exceptional travel experience while embracing the values of safety, integrity and service excellence", observed Mark Insley, president, Latitude Technologies, "Having our flight tracking solutions on their seaplane fleet will support those values while contributing to the ongoing achievement of their vision".

**About Pacific Coastal Airlines**

Pacific Coastal Airlines is a family owned and operated company headquartered at the South Terminal of Vancouver International Airport. The seaplane fleet is based at the Port Hardy airport where it provides both scheduled and charter service to destinations throughout western British Columbia. For more information about Pacific Coastal Airlines visit [www.pacificcoastal.com](http://www.pacificcoastal.com) or call +1-604-214-2358.

**About Latitude Technologies**

Latitude Technologies Corporation, headquartered in Victoria, British Columbia, is a global supplier of aeronautical voice and data equipment and services. The SkyNode® family of products includes the smallest, lightest, most versatile and economical to operate 2-way data networking and messaging devices in the world. Latitude products are supported by the LWS Sentinel™ data reporting, messaging and flight following service. For more information about the S100 flight tracking and data communications solution and Latitude services, visit [www.latitudetech.com](http://www.latitudetech.com) or call 1-888-966-5599

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