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For Immediate Release

RLC UNVEILS NEW BRAND IDENTITY AND WEBSITE

New logo, website and tagline reflect RLC's position as the industry's most efficient, customer-focused helicopter transportation company

Broussard, LA — September 15, 2011 — Today in conjunction with the announcement of a strategic investment from Sankaty Advisors and a number of key leadership team appointments, helicopter services provider RLC unveiled a fresh corporate brand identity including a new logo, tagline and redesigned website. As part of this evolution, the company, previously known as Rotorcraft Leasing Company, has standardized on the name RLC. This rebrand reflects RLC's position as the industry's most efficient, customer-focused helicopter company and establishes a strong and dynamic foundation for the future.

"Today's announcement reflects our dedication to expand our market presence, deepen our customer relationships and strengthen our safety and performance leadership," said Rodger Bagwell, President of RLC. "For years our customers have told us that our customer service sets us apart. As a mid-sized player, we are more nimble, more efficient and more in tune with our customers' business goals and how we can help achieve them. It is this core standard of excellence – applied strategically to every facet of our business – that will take RLC to the next level."

RLC's corporate rebrand is multifaceted and includes a refined vision, mission, logo, website, look and feel and supporting marketing materials. The new company tagline – Above and Beyond – embodies the company's commitment to consistently go above and beyond what's expected to help customers move their businesses forward. RLC's new logo features a bold "wing" symbol that speaks to this above and beyond commitment, evokes RLC's agility and references the spinning rotors that fuel the company's fleet and services.

About RLC

RLC, the largest privately-held helicopter operator in the Gulf of Mexico, is committed to being the industry's most efficient and customer-focused company. Serving high-performance energy services providers and oil and gas producers, RLC's fleet of offshore-equipped helicopters transport personnel and equipment to offshore production platforms and drilling rigs with the highest levels of safety, performance and service. By going above and beyond every time, RLC helps its customers move their businesses forward. For more information, visit <http://www.rlcllc.net>.

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