

DEEP FLIGHT VIP IN THE SEA

INTRODUCTION

Just as naturalist John Muir knew that in order to preserve Yosemite, he had to bring President Theodore Roosevelt to experience the Valley, the Deep Flight VIP in the Sea program allows communicators to experience the oceans as never before, bringing them on the first flights beneath the sea. The goal is that by experiencing the oceans first-hand, the VIPS -- educators, journalists, politicians, conservationists, patrons and artists – will make that critical personal connection that is the necessary first step in promoting education, exploration and preservation of our ocean planet.

The Deep Flight VIP in the Sea program puts the Deep Flight winged submersibles, the first truly executive class of underwater craft, to their highest and best use as technology ambassadors, able to transport people comfortably beneath the sea. The program has been set up as a turnkey operation for the many organizations committed to educating people about the oceans, but have no means of showing people our blue planet. NOAA's National Marine Sanctuaries has agreed to be Pilot Partner to launch the program, with first dives planned for Summer/Fall 2009.

THE TECHNOLOGY – DEEP FLIGHT SUPER FALCON SUBMERSIBLES

Until now, the technology did not exist to comfortably bring VIPS into the sea. The few manned submersibles that exist are seldom available beyond science use, and are not set up for VIP tours. Graham Hawkes, the world's leading designer of manned submersibles, is about to launch the Deep Flight Super Falcon, the fourth generation winged submersible. The Super Falcon has been called the LearJet of the oceans; a luxury undersea craft that sets the highest standards in comfort, safety, capabilities, and the craft has unparalleled 360 degree panoramic viewing canopies.

The Deep Flight Super Falcon is an extraordinary breakthrough from conventional submersibles to undersea flying craft. Hawkes was the first to apply aeronautical principles sub-sea, thus creating the field of sub-sea flight. The first Deep Flight Super Falcon was built for venture capitalist, Tom Perkins and was launched Fall 2008. A second Super Falcon is being launched in Spring 2009.

THE DEEP FLIGHT VIP IN THE SEA PROGRAM

The Mission of the Deep Flight VIP in the Sea program is to bring communicators on unique journeys under the sea, with the expectation that these voyages will be life-changing and will stimulate the VIPS to use their positions to promote education, exploration and preservation of the oceans.

In launching the program, Hawkes plans to work with Founding Partners who are the leading organizations in the Oceans field: Scientific institutions, Government agencies, Ocean advocacy groups, Foundations, Conservation organizations, Aquariums. These Founding Partners will benefit from gaining unique manned access to the oceans with the Deep Flight Super Falcon submersibles and will also reach a global audience through the extensive media coverage the project will generate.

PUBLIC OUTREACH

Press Coverage/Strategy – The Deep Flight submersibles have already generated over \$10 million in global press coverage. It is estimated that the Deep Flight VIP in the Sea will generate equal or more coverage for its Founding Partners and Corporate Sponsors, and for the promotion of education about, and exploration and preservation of our oceans.

Multi-media program – Each VIP dive will be documented for a multi-media program, including web, book and tv/film projects. The resulting body of work will undoubtedly result in a broad tapestry of utterly fresh and unique impressions from beneath the sea -- a valuable direct connection between the oceans themselves and mankind.

Education – The Deep Flight submersibles have always appealed to students of all ages. The VIP in the Sea program will have a strong web-based educational outreach program.

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