

August 24, 2026



flyExclusive Appoints Brian P. Reid as Chief Commercial Officer

Aviation industry veteran takes the commercial helm across Jet Club, Fractional, and Retail Charter Sales as the Company enters its next phase of growth

RALEIGH, N.C.--(BUSINESS WIRE)-- flyExclusive, Inc. (NYSE American: FLYX), a vertically integrated private aviation company, today announced the appointment of industry veteran Brian P. Reid as Chief Commercial Officer, effective August 24, 2026. Reid will lead flyExclusive's commercial strategy, with a focus on accelerating sustainable revenue growth, elevating the customer experience, and strengthening alignment across sales, marketing, pricing, membership, and strategic partnerships. He will oversee Jet Club, Fractional, Retail Charter, Marketing, Fleet Development, and Member Services, working closely alongside flyExclusive's executive leadership team.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20260824365890/en/>

Brian P. Reid Appointed as Chief Commercial Officer of flyExclusive

Reid brings more than 30 years of experience in

strategic business development and hands-on execution across private aviation, luxury real estate, financial services, consumer engagement technology, and professional sports. He has led large sales organizations, rebuilt revenue strategies, and launched partnership programs for Fortune 500 companies, iconic brands, and early-stage disruptors, with a career built around selling premium products to the high-net-worth consumer.

Previously, as Executive Vice President at one of the largest membership-based private aviation platforms in the industry, Reid led exceptional growth in enterprise sales and secured strategic partnerships with American Express, Goldman Sachs, Morgan Stanley, Pinehurst Resort, Sea Island Club, Palmetto Bluff, and Costco, driving significant expansion in membership acquisition and fund deposits, the same two engines that power flyExclusive's Jet Club and Fractional programs.

He later served as Chief Sales and Marketing Officer at Thomas James Homes, where he oversaw integrated revenue strategy across sales, marketing, and customer experience, and most recently as Chief Revenue Officer at an emerging private aviation marketplace, where he led all revenue-generating functions and contributed to double-digit growth in charter bookings.

"We're thrilled to welcome Brian to flyExclusive. He brings deep private aviation experience and a proven track record of growing revenue at scale," said Jim Segrave, Founder and Chief Executive Officer of flyExclusive. "Our operating platform is performing at a high level, and Brian's leadership will help us reach more customers and build on the momentum we have created."

Reid has also built and led multiple ventures in consumer engagement and retail media, with brand partnerships spanning Nike, Under Armour, Paul Mitchell, and the NFL that produced record-setting sales and award-winning activations. He began his career in financial services, rising quickly and developing national sales strategies from the ground up. Reid holds a B.A. in Sociology from the University of Connecticut, where he was a four-year varsity football player and team captain.

"flyExclusive has built something genuinely differentiated in this industry, and that's what drew me here. This team has done the hard work of building an operation that performs, and my job is to bring the commercial side up to that same standard," said Brian P. Reid. "This is a company with a true operating advantage and a team that has earned the momentum it has created. I'm excited to help more people discover what has been built here and understand what makes this platform so unique."

Reid's mandate centers on growing the recurring, deposit-backed revenue base in Jet Club and Fractional Ownership, increasing flying activity among existing members and owners, and expanding the partnership and referral channels that bring qualified high-net-worth flyers onto the platform at lower acquisition cost. Because incremental demand is absorbed by an existing cost base, commercial gains of this kind carry the potential to compound the operating leverage the Company has already established.

Reid joins following flyExclusive's strongest quarter as a public company. In the second quarter of 2026, the Company reported record revenue of \$111.1 million, up 22% year over year, and Adjusted EBITDA of \$4.2 million — a \$9.4 million improvement over the prior-year period and the third consecutive quarter of positive Adjusted EBITDA. Gross margin expanded more than 500 basis points to 20.4%, while flight hours grew 8% on a fleet 6% smaller than a year ago. The Company has guided to Adjusted EBITDA of \$5 million to \$7 million for the third quarter of 2026.

About flyExclusive

flyExclusive is a vertically integrated, FAA-certificated air carrier providing private jet experiences by offering customers a choice of Fractional ownership, Jet Club, and on-demand charter services to destinations across the globe. The Company operates one of the largest private jet fleets in the U.S., with full operational control over maintenance, refurbishment, and avionics through its in-house MRO facilities in Kinston, North Carolina.

Forward-Looking Statements

This press release contains certain forward-looking statements within the meaning of the federal securities laws, including statements regarding the Company's commercial strategy, growth expectations, operating leverage, and financial outlook. These statements are based on management's current expectations and are subject to risks and uncertainties that could cause actual results to differ materially. Additional information concerning these risks is described in the Company's filings with the Securities and Exchange Commission. The Company undertakes no obligation to update any forward-looking statement except as required by law.

Non-GAAP Financial Measures

Adjusted EBITDA is a non-GAAP financial measure. A reconciliation of Adjusted EBITDA to the most directly comparable GAAP measure is included in the Company's second quarter 2026 earnings release, available at ir.flyexclusive.com.

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