



**Media Contact:**

Leslie Campisi  
Affect Strategies for Valera Global  
212.398.9680  
[leslie@effectstrategies.com](mailto:leslie@effectstrategies.com)

**Valera Global Celebrates 20<sup>th</sup> Anniversary with Key Milestones and Achievements**

*Luxury business transportation provider breaks \$25 million in revenue, expands service offering, re-brands company to more effectively articulate its commitment to service excellence*

**New York, NY; September 6, 2007 – Valera Global**, the premier provider of executive transportation solutions, announced today that it is celebrating its 20<sup>th</sup> anniversary with numerous key milestones and business accomplishments. Achievements include breaking \$25 million in revenue, expanding its service offerings and re-branding the company. Valera Global attributes its growth and long-term success to the company's single-minded focus on providing outstanding customer service to every client.

Founded in 1987 as Computer Car, the company was the brainchild of four dedicated entrepreneurs. David Eckstein, Naomi Glaser, Rod Barfield and Dolores Battelli were united in their vision to create a transportation company that paid unparalleled attention to passenger amenities, safety and customer service. Joined by CEO Robert Mackasek in 2005, the four original founders still play an active role in the company today and have been integral to Valera Global's continued success.

A snapshot of Valera's milestones include:

***Landmark Client Achievements***

- By the end of this year, Valera Global will have served as the transportation provider of record for more than 3,855 corporations and 3,000 individual clients.
- 2007 will also mark the completion of Valera Global's 3 millionth trip since the company's inception.
- By 1997, Valera Global's client portfolio had grown to 2,205 corporate clients.
- 18 of Valera Global's current accounts have been loyal clients since 1987, the company's first year of business.

***Ever-Expanding Fleet***

- In 2007, *Limousine & Chauffeured Transportation* magazine reported that Valera Global's fleet of 211 vehicles was the 14<sup>th</sup> largest in the U.S.
- In 1997, Valera Global moved to a 38,000 square foot facility to accommodate its rapidly growing fleet of 110 vehicles.



- Valera Global began operations with six vehicles in its fleet.

#### ***Continuous Technology Upgrades***

- Today, all of Valera Global's vehicles are equipped with cutting-edge GPS technology and DriveCam safety systems. All chauffeurs are outfitted with mobile devices to assure constant communication with dispatchers.
- In 1991, Valera Global launched its innovative customer PIN system to capture passenger preferences and provide personalized account services.
- In 1989, Valera Global was one of the first travel providers to move to a computer-based dispatching and billing system and accept major credit cards for payment.

Valera Global CEO, Robert Mackasek, remarked, "2007 is truly a break-out year for Valera Global. We celebrate our 20<sup>th</sup> year of operations with a new brand, expanded service offerings and a renewed commitment to providing our clients with the best possible executive transportation experience."

He continued, "Our company was built on a tradition of service excellence and personal care. We plan to continue that tradition as we challenge ourselves to constantly find ways to serve our clients better."

2007 also marked the company's re-branding from Computer Car to Valera Global and the renaming of its levels of service to Platinum, Gold and Silver. In addition, Valera Global now provides custom event and road show travel solutions. The company works closely with corporate event marketing and planning teams to create one-of-a-kind transportation programs for clients.

For more information on Valera Global, please visit [www.valeraglobal.com](http://www.valeraglobal.com).

#### **About Valera Global**

Valera Global provides executive transportation solutions in major U.S. cities and European destinations. Founded in New York City in 1987, Valera Global is known for its one-of-a-kind chauffeur training program that stresses safety, attention to detail and customer service. The company's tiered services give clients maximum flexibility when it comes to selecting vehicles and even preferred chauffeurs. Valera Global is the transportation solution of choice for Fortune 500 executives, celebrities, political officials and other high-profile businesspeople. Honored by the International Taxi & Livery Association (ITLA) for its positive work environment and high chauffeuring standards, Valera Global is the transportation provider of choice for the driven professional.