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FOR IMMEDIATE RELEASE

SUPERIOR AIR PARTS LAUNCHES ITS COMPLETELY REDESIGNED WEBSITE: WWW.SUPERIORAIRPARTS.COM

New website was created to better meet the needs of Superior's growing domestic and international customers for its Millennium Cylinders, replacement parts, FAA certified Vantage Engines and XP-Series experimental engines.

Coppell, TX, November 30, 2013 — Scott Hayes, V.P. Sales and Marketing, Superior Air Parts, Inc., announced today that the company has gone live with its totally redesigned website.

“While we’ve made tremendous strides in returning Superior to its prominent position as a parts and engine manufacturer, one area that has lagged has been our website,” Hayes explained. “That is the face of the company and no one here has been happy that it didn’t reflect the recent successes we’ve been having with our Millennium Cylinders®, FAA PMA piston engine replacement parts and experimental XP-Engine® product lines.”

“Well, that all changes today,” he said. “Our new website mirrors Superior’s fresh, honest approach to business. Everything is out there in the open and easy to find.”

Scott said that ease of functionality was a primary goal of the new Superior website. “One of the major benefits of the new website is its robust parts search capabilities where visitors can quickly do a cross-reference search by a Superior or competitor’s part number to find detailed information about any replacement part or component,” he said.

“This capability alone puts our website at the forefront of making it easy for our customers find exactly what part or component they are looking for,” he stated. “With over 2,000 FAA-PMA parts available the ability to do a quick search is one of the things

our customers have been asking for. I think they'll be very happy with what they see here.”

Scott also explained the another goal of the website was to portray the company's many products and capabilities in a way that clearly signifies that it has fully reemerged as a full-line provider of high-quality parts, cylinders and complete FAA certificated and experimental aircraft engines.

“The quality and performance of Superior's current products are the result of the numerous design and engineering advancements that our engineering team has made in-house,” he said. “We are very proud of these significant improvements and we felt it was time to remind aircraft owners and maintainers that every product we offer is equal to anything else in the market.”

Visit Superior Air Parts' new website at: www.superiorairparts.com

About Superior Air Parts, Inc.

Superior Air Parts, Inc., a wholly owned subsidiary of Superior Aviation Beijing, is a leading manufacturer of FAA approved aftermarket replacement parts for Lycoming and Continental aircraft engines. In addition, the company manufactures the FAA certified Vantage Engine® and the XP-Engine® family for experimental and sport aircraft builders. For more information, visit: www.superiorairparts.com

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