

## Wheels Up and South Street Partners Launch New Offerings and Services

*Partnership to offer unique experiences and benefits for members and owners of both organizations*

New York, NY– March 3 – Wheels Up (NYSE: UP), the leading brand in private aviation, announced a new strategic partnership today with South Street Partners – the largest master-planned residential community developer in the Southeast – providing Wheels Up members with an opportunity to experience select South Street residential and hospitality properties at Kiawah Island, The Cliffs, Residences at Salamander and Palmetto Bluff. Members at South Street’s participating communities’ will be provided with attractive Wheels Up membership rates and offerings as well as access to curated events across the globe. The two brands are joining forces to create personalized, elevated, and seamless membership experiences, both on the ground and in the air.

South Street’s storied properties include:

- **Kiawah Island:** Located just a short drive from historic Charleston, SC, Kiawah Island boasts 10 miles of stunning shoreline, best-in-class amenities, over 30 miles of bike trails, and limitless outdoor pursuits including golf on the famed fairways the Island is best known for.
- **Palmetto Bluff:** A vibrant 20,000-acre waterfront conservation community, Palmetto Bluff features 32 miles of riverfront, a Forbes’ Five Star Montage Palmetto Bluff resort, a private club, and a Jack Nicklaus Signature Golf Course.
- **The Cliffs:** A collection of seven private, luxury residential mountain and lake club communities located across the stunning mountains of the Carolinas, The Cliffs is anchored by seven award-winning golf courses and outstanding lifestyle amenities.
- **The Residences at Salamander:** A collection of luxury, built-for-sale homes within the Forbes’ Five Star Salamander Resort & Spa’s expansive grounds, which feature miles of hiking and biking trails, indoor and outdoor pools, a zip-line course, an equestrian center and tennis courts.

“This unique partnership exemplifies the ethos of our brand, creating indelible moments that matter,” said Lee Applbaum, CMO at Wheels Up. “Working with South Street, we are able to deliver an integrated, and elevated experience in the air and on the ground, whether traveling to one of their spectacular communities, or enjoying an exclusive Wheels Down event with fellow members and residents.”

Members from South Street communities can benefit from exceptional, personalized Wheels Up membership offerings, including special rates and access to the member benefits program, which provides opportunities with preeminent lifestyle brands like Porsche, American Express, Wine Access, Abercrombie & Kent and more. Wheels Up memberships will allow residents of South Street communities to plan trips between participating properties with ease, while receiving best-in-class service throughout. Conceived to create an effortless travel option for busy families, this collaboration will endeavor to improve the quality of life for all participants.

“We are excited to partner with Wheels Up and delighted to invite their members to explore our exceptional communities’ across the Southeast,” said Chris Randolph, partner at South Street. “Wheels Up shares our belief that the most precious commodity in life is time - time to spend with those you love, in a place you love - making this an ideal collaboration.”

Wheels Up will fly members to properties across South Street's expansive portfolio, each of which boasts a distinctive feel and experience. Guests can explore a range of luxury real estate offerings in these unique communities which saw record shattering sales again in 2021, driven by buyers' desire for unfettered access to the outdoors and unlimited recreational opportunities.

### **About Wheels Up**

[Wheels Up](#) is the leading provider of "on demand" private aviation in the United States and one of the largest private aviation companies in the world. Powered by a growing marketplace of more than 1,500 safety-vetted and verified aircraft, Wheels Up is the only company in the industry to offer a total private aviation solution that includes a relentless focus on safety and service, with flexibility across all types of aircraft, membership programs, corporate solutions, aircraft management, whole aircraft sales and commercial travel benefits through a strategic partnership with Delta Air Lines.

The Wheels Up App enables members and customers to search, book and fly. Wheels Up Connect, Core, and Business memberships provide enhancements such as flight sharing, empty-leg Hot Flights, Shuttle Flights, Shared Flights, signature Wheels Up Down events and exclusive member benefits from preeminent lifestyle brands. Wheels Up's ongoing Wheels Up Cares program aligns with philanthropic organizations and initiatives that affect and matter to the company and its customers, members, stakeholders, families and friends. The Wheels Up Cares fleet comprises five custom-painted Beechcraft King Air 350i aircraft, with each plane serving as a flying symbol for a specific social cause.

### **About South Street Partners**

South Street Partners, the largest master-planned residential community developer in the Southeast – owners of Kiawah Island Club and Kiawah Island Real Estate, The Cliffs, Residences at Salamander and Palmetto Bluff – is a private equity real estate investment firm headquartered in Charlotte, NC, and Charleston, SC. Founded in 2009, South Street specializes in the development and management of luxury resort residential private club communities and has deployed over \$500 million of equity across resort, residential and commercial properties and has over \$1.3 billion of assets under management. South Street acts as a principal investment platform as well as an operating partner and co-investor for institutional partners interested in special situations, opportunistic and value add real estate investments in the Southeastern United States as well as select continental US and international markets. [SouthStreetPartners.com](https://SouthStreetPartners.com)

### **Cautionary Statement Regarding Forward-Looking Statements**

This press release contains certain "forward-looking statements" within the meaning of the federal securities laws. These forward-looking statements include, but are not limited to, statements regarding Wheels Up's and/or Air Partner's expectations, hopes, beliefs, intentions or strategies regarding the future including, without limitation, statements regarding: (i) the size, demands and growth potential of the markets for Wheels Up's and/or Air Partner's products and services and Wheels Up's and/or Air Partner's ability to serve those markets, (ii) the degree of market acceptance and adoption of Wheels Up's and/or Air Partner's products and services, (iii) Wheels Up's and/or Air Partner's ability to develop innovative products and services and compete with other companies engaged in the private aviation industry and (iv) Wheels Up's and/or Air Partner's ability to attract and retain customers.

In addition, any statements that refer to projections, forecasts, or other characterizations of future events or circumstances, including any underlying assumptions, are forward-looking statements. The words "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "might," "plan," "possible," "potential," "predict," "project," "should," "strive," "would" and similar expressions may identify forward-looking statements, but the absence of these words does not mean that statement is

not forward-looking. Forward-looking statements are predictions, projections and other statements about future events that are based on current expectations and assumptions and, as a result, are subject to known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside Wheels Up's control, that could cause actual results to differ materially from the results discussed in the forward-looking statements. Additional factors that could cause actual results to differ materially from those expressed or implied in forward-looking statements can be found in the registration statement on Form S-1, as amended, filed by Wheels Up, which was declared effective by the U.S. Securities and Exchange Commission ("SEC") on August 24, 2021, and other documents filed by Wheels Up from time to time with the SEC. New risks and uncertainties arise from time to time, and it is impossible for us to predict these events or how they may affect us.

You are cautioned not to place undue reliance upon any forward-looking statements, which speak only as of the date made, and Wheels Up and/or Air Partner undertakes no obligation to update or revise the forward-looking statements, whether as a result of new information, changes in expectations, future events or otherwise. These filings identify and address other important risks and uncertainties that could cause actual events and results to differ materially from those contained in the forward-looking statements. No assurance is given either that Wheels Up or Air Partner will achieve its expectations. This announcement is for information purposes only and is not intended to and does not constitute or form part of an offer or inducement to sell or an invitation to purchase, otherwise acquire, subscribe for, sell or otherwise dispose of, any securities or the solicitation of an offer to buy any securities, any vote or approval in any jurisdiction pursuant to the acquisition or otherwise.

**Contact information**

Wheels Up Media  
[press@wheelsup.com](mailto:press@wheelsup.com)

South Street Partners Media  
[Alex@AlexandraMalloy.com](mailto:Alex@AlexandraMalloy.com)  
[Morgan@AlexandraMalloy.com](mailto:Morgan@AlexandraMalloy.com)