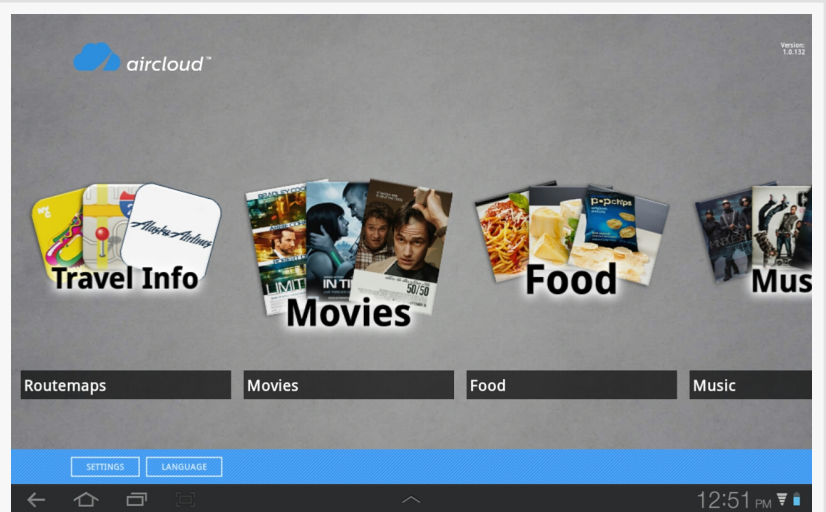


AirCloud and Mid Continent Controls Ink Software and Content Deal

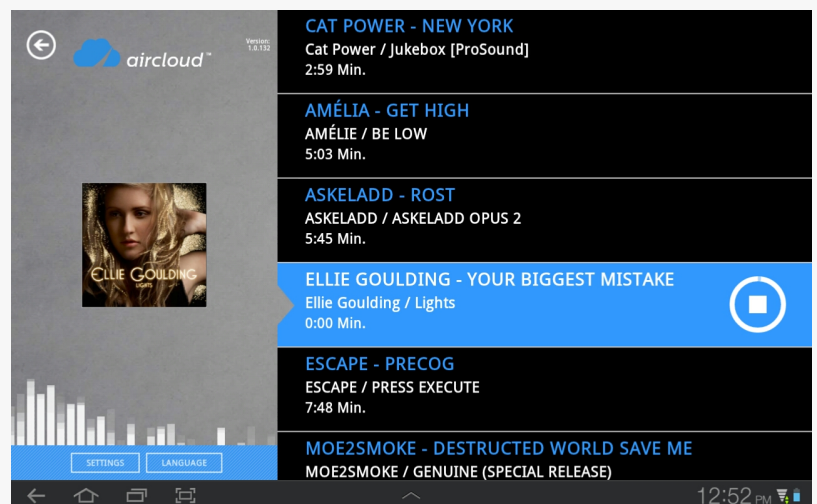
/EINPresswire.com/ BELLEVUE, WA – March 15, 2013 – [AirCloud™](http://www.aircloud.co) (www.aircloud.co) today announced that an agreement has been signed between Mid Continent Controls (MC2) and AirCloud™ for the deployment of AirCloud's robust software and content suite on MC2's aviation hardware solutions. The AirCloud™ Platform as a Service (PaaS) includes a cutting edge UI and robust Content Management System (AirCloud CONTROL™) will be utilized across all lines of MC2 IFE hardware.

"We are very pleased about AirCloud's agreement with MC2," said Gary Schmidt, CEO of AirCloud™. "We are looking forward to business aircraft users adopting our platform, and interacting with our breadth of content and services that have never been available to this market."

"We are pleased to feature the AirCloud™ Platform and content offering and look forward to the opportunity to demonstrate how seamless the AirCloud™ product integrates with our Pulse-nHD cabin management and in-flight entertainment system," said Rick Hemphill, CEO of MC2. "We are excited to offer the business aircraft community the collective systems of MC2 hardware and AirCloud's software, programming and suite of content offerings. Business aircraft owners like the flexibility of leveraging devices they carry with them and the AirCloud™ platform does just that."

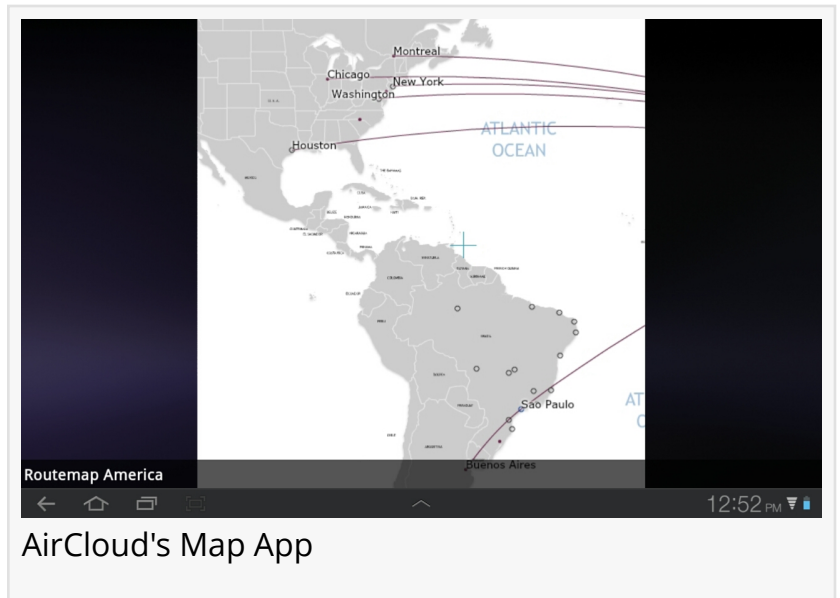


The AirCloud Platform as a Service



AirCloud's Music Offering

About Mid Continent Controls (MC2)
Mid Continent Controls, Inc.
(www.midcontinentcontrols.com) is a well established leader in cabin management and in-flight entertainment systems for the business aircraft industry. Mid Continent Controls product lineup encompasses a broad range of aircraft electronic components that are essential cabin interior components such as Blu-ray Disc players, audio-visual components, passenger control switches, AC outlets, auxiliary panels, etc. MC2 provides innovative solutions with the latest technology to meet the in-flight entertainment needs of the most discriminating customers and passengers.



About AirCloud™

AirCloud™ has a successful history in the mobile content space. AirCloud™ has multiple content relationships in music, media, and entertainment services. The AirCloud™ Platform as a Service (PaaS) is a user friendly system that allows passengers to select types of entertainment to rent or buy, or merchandise to purchase with credit cards. Led by AirCloud™ executives Gary Schmidt, Peter Lemme and Brad David, AirCloud has more than 60 combined years of experience in streaming content, music, media, and entertainment services.

AirCloud™ Media Contact

Brad David
(425) 828-6800 (office)
info@getaircloud.com

MC2 Media Contact

Bret Heinz
(316) 789-0088
sales@midcontinentcontrols.com

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