



## **FOR IMMEDIATE RELEASE**

Contact: Neil Glazer, President  
PilotMall.com Aviation Superstore  
Tel: 727-209-2586  
Fax: 727-209-2590  
Email: [neil@pilotmall.com](mailto:neil@pilotmall.com)  
Web: [www.pilotmall.com](http://www.pilotmall.com)

### **PilotMall.com, Inc Announces New Headset Trade-in Program**

St. Petersburg, FL – November 7, 2011 - PilotMall.com has unveiled a new method for customers to obtain their headset of choice with the launch of a new headset trade-in program. It allows any customer to trade in an old headset model after purchasing one of the qualifying new models and receive a credit toward their purchase.

New qualifying headset models for the trade-in program include Bose A20, Lightspeed Zulu 2, Sennheiser S1, Beyerdynamic HS800, or David Clark X11. A qualifying headset model must be purchased from PilotMall.com to take part in the trade-in program. Once a customer has made their purchase, they receive an order number to include when they trade in old models like the Bose Aviation X Headset or the Lightspeed Zulu Aviation Headset.

Once a trade-in headset reaches the PilotMall.com warehouse and passes a thorough inspection, the customer's account will be credited for the appropriate trade-in value. At that point, a new headset is shipped to the customer.

Trade-in value is calculated based on multiple factors. To obtain the maximum trade value in either a Bose X or Lightspeed Zulu model, the original ear seals must be in good condition and the headset must include a microphone windscreen and headset bag. A Bose X headset can fetch \$415 in maximum trade-in value while a Lightspeed Zulu model can bring back a maximum credit of \$390.

This new trade-in program from PilotMall.com offers customers an affordable method for upgrading to newer headset models featuring all the latest technological features. Customers can obtain these upgraded models and enhance their overall flight experience simply through taking advantage of remaining value in their older headsets.

It is a perfect way for PilotMall.com customers to obtain reimbursement for a valuable headset without the hassle of trying to resell it themselves. This is one reason why PilotMall.com launched the trade-in program and it anticipates that this program will be a successful venture right away.

"We kept seeing a demand for this type of program in aviation as the headset models are always changing" said PilotMall.com President Neil Glazer. "We are excited to now offer this opportunity to our customers as it's our goal to continue to offer great value and service and this program does just that."

### **About PilotMall.com Aviation Superstore**

PilotMall.com Inc. is a specialized full-service aviation retailer offering over 4,000 aviation products. PilotMall.com has been serving pilots and aviation enthusiasts for over 12 years. For more information about PilotMall.com Aviation Superstore® or its products, visit the web site at [www.PilotMall.com](http://www.PilotMall.com) or phone Neil Glazer at (727) 209-2586 x 201.

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