

## **FOR IMMEDIATE RELEASE**

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### **Limousine Service of Westchester Appoints New Chief Operating Officer**

White Plains, New York April 28, 2008 – Limousine Service of Westchester, a well-established leader in the luxury chauffeured transportation industry, today announced the appointment of Melissa Thornton as Chief Operating Officer. Ms. Thornton, daughter of Limousine Service of Westchester founders Douglas and Chris Thornton, will lead the company to build upon its commitment of providing exceptional service, professionalism and reliability.

Ms. Thornton holds a B.B.A. in Management Information Systems from Pace University and brings ten years of valuable corporate experience to the Limousine Service of Westchester team. Ms. Thornton grew up in the industry and drove for the company during her college years. “I feel extraordinarily privileged to serve as the second generation of leadership for Limousine Service of Westchester,” said Melissa. “In my position as Chief Operating Officer, my goal is to lead our company forward and provide exceptional transportation solutions to our passengers.”

Chris Thornton said “Melissa is an innovator and we are delighted to have her at the helm. Her combination of skills, creativity and experience will be the key to building upon LSW’s unwavering commitment to making sure our client’s ground travel is a success. Melissa’s fresh thinking and enthusiasm are a natural fit for our vision.”

Limousine Service of Westchester was founded in 1978 by Mr. and Mrs. Douglas Thornton, Sr. After recognizing a distinct need within his own community, Mr. Thornton responded with a luxury chauffeured transportation service designed to focus specifically on the transportation needs of the many business professionals residing in the tri-state area. Over the last 30 years, Limousine Service of Westchester has grown to include a broad spectrum of world-class transportation services through a network of more than 450 affiliate providers around the globe.

Mr. Thornton began his career in transportation as a cab driver in New York City, and later founded Biltom Tours, a successful bus charter service based in White Plains, New York.

As one of the very first minority-owned and operated limousine services in Westchester County, Limousine Service of Westchester has always been committed to maintaining an impeccable reputation, solid values, and exceptional

service, which is evidenced by the company's many loyal customers. In fact, many of Mr. Thornton's original clients, and some second-generation clients, make up today's customer base.

Limousine Service of Westchester provides clean, professional looking, late-model vehicles for every trip. Each vehicle is serviced on a strict preventative maintenance schedule, resulting in an excellent record of reliability and safety for their customers. Limousine Service of Westchester's fleet includes Lincoln L Series Sedans, Chevy Suburbans, 14 passenger Ford Executive Vans, 35 seat Mini-Coaches and 55 passenger Coaches.

In addition to exceptional service and reliability, Limousine Service of Westchester has taken pro-active measures to reduce their impact on the environment by launching a comprehensive program addressing climate change issues. In conjunction with the Limousine Environmental Action Partnership (LEAP), Limousine Service of Westchester has embarked on a plan based on a simple philosophy: Reduce, Reuse and Refuel. Through their comprehensive initiatives, Limousine Service of Westchester is setting the emission reduction standards for the ground transportation industry in conjunction with the other members of the industry throughout the United States.

For more information, please visit Limousine Service of Westchester's website at <http://www.lswlimo.com>, call 877-878-LIMO or email at [info@lswlimo.com](mailto:info@lswlimo.com).