

## **FORMER INTUIT CEO, STEPHEN M. BENNETT, JOINS SOJERN BOARD OF DIRECTORS**

**Omaha, NE - August 21, 2008** - Sojern, the first company to bring customized, destination-oriented content to travelers via the online and printed boarding pass, today announced Stephen M. Bennett has joined its Board of Directors. Mr. Bennett brings more than 30 years of financial and business expertise, including serving as President and CEO of Intuit, Inc. and holding several executive positions at the General Electric Company. Mr. Bennett joins Sojern's impressive Board of Directors which includes the former CEO of Orbitz and SwissAir and the former CEO of Alta Vista, among other leaders from the technology and financial sectors.

"Steve Bennett epitomizes leadership and he is no stranger to big, new ideas," said Gordon Whitten, CEO and founder of Sojern. "His long history of success in growing businesses and markets and bringing the right ideas to consumers at the right time will be a boon to both the management team and our partners and will help make Sojern a win-win for travelers, airlines and advertisers."

As CEO of Intuit, Mr. Bennett grew the company's business from \$900 million to \$2.6 billion in revenue and the company's earnings more than quadrupled. Bennett joined Intuit from GE Capital, the financial services subsidiary of GE. During his 23-year tenure at GE, Mr. Bennett held senior positions in several different divisions of the company. He most recently served as executive vice president and a member of the board of directors of GE Capital, where he oversaw a portfolio of five different companies with more than 20,000 employees. As president and CEO of GE Capital e-Business, he led the company's efforts to leverage the Internet across GE Capital's worldwide portfolio of businesses. Prior to that, as CEO of GE Capital's Vendor Financial Services business, he helped assets grow to more than \$13 billion in four years. Mr. Bennett currently serves on the board of directors of Intuit, Inc., Qualcomm Incorporated, and Sun Microsystems, Inc.

Sojern is the first and only company to bring together the nation's six-leading airlines with local and national advertisers to provide customized, destination-specific information right on the online and printed boarding pass. Leveraging the popularity of online check-in and print-at-home functionality, Sojern enables airlines to provide valuable and destination specific information to their passengers while also giving advertisers the opportunity to reach an important demographic.

### **About Sojern, Inc.**

Sojern, Inc. is an Omaha-based organization that is partnering with the airline and advertising industries to enhance the travel experience by providing destination specific information and offers via the boarding passes that travelers obtain through the airline's web check-in process. Since its founding in September 2007, Sojern has secured partnerships with leading U.S. airlines including American Airlines, Continental Airlines, Delta Air Lines, Northwest Airlines, United Airlines and US Airways. The company is

funded by Norwest Venture Partners and Trident Capital. Sojern's patents are currently pending. For more information please visit [www.sojern.com](http://www.sojern.com).