

Sojern Wins 2008 OMMA Award for Online Advertising Creativity in Content Integration

NEW YORK – September 19, 2008 – Sojern, a provider of destination specific information and special offers via the boarding passes that travelers obtain through the airline's online check-in process, was recognized with a 2008 OMMA Award for its online advertising creativity in the content integration category. The winners were announced last night in New York City at the OMMA Global Conference and Expo.

While launching in partnership with six major airlines including American Airlines, Continental Airlines, Delta Airlines, Northwest Airlines, United Airlines and US Airways, Sojern's technology was first implemented by Delta Air Lines in July 2008. The company's patent-pending proprietary technology delivers destination specific-content including weather forecasts, restaurant choices and unique promotions to passengers in an effort to turn a simple piece of paper into a valuable tool for passengers, airlines and advertisers.

"With Sojern's launch, the airline and advertising industries are now able to come together to provide benefit to the millions of travelers who are taking advantage of an airline's online check-in process," said Gordon Whitten, founder and CEO of Sojern. "We are thrilled to be recognized just months after our launch and this award reiterates the value online advertising will continue to have when placed on innovative platforms."

The goal of the OMMA Awards is to honor those who are pioneering news paths in online advertising creative, campaigns and Web sites. In addition to being the recipient of an OMMA Award, Sojern also announced an advertising partnership with CBS to promote the Sunday, Sept. 28 premiere of the 13th installment of the five-time Emmy Award-winning series "The Amazing Race" via online boarding passes yesterday from the conference.

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.

About OMMA Awards

The OMMA Awards for Online Advertising Creativity were created in 2006 to honor the brand marketers, agencies and content providers who continue to push the potential of online advertising creative. This year two new categories were added: The OMMA Awards for Integrated Online Campaigns and the OMMA Awards for Web Site Excellence. The OMMA Awards celebrate the year's most innovative and brilliant online advertising creative, campaigns and Web sites across 35 categories within these three disciplines.