

SOJERN SURPASSES SIXTY FIVE MILLION AD IMPRESSIONS SERVED

Company Continues Rapid Momentum and Growth, Hires New East Coast Sales Director, Neil Strow

Omaha, NE – November 4, 2008 – Sojern, Inc., the first company to bring customized, destination-oriented content to travelers on their online boarding passes, announced the company has served more than sixty-five million ad impressions since launching the service. In addition to its strong growth, the company announced it has hired Neil Strow as its East Coast sales director.

“We have witnessed consistent growth since launch and are seeing excellent results with our advertising partners. As more airlines implement, our ability to offer further reach and targeting to our advertising partners continues to be well accepted. We are pleased to have companies like Disney, Crocs and Ruth’s Chris Steakhouses (among others) embrace our offering.” said Gordon Whitten, founder and CEO of Sojern. “With the addition of new talent like Neil and as more of our airline partners go live, the benefits that we deliver to travelers, advertisers and the airline industry will increase.” Sojern’s advertisers have included several companies promoting Broadway shows, airport parking, restaurants, travel products and plus a large number doing brand promotions.

Based in New York, Strow will be responsible for driving sales and growing the Sojern advertising network. Previously Strow was vice president of advertising sales with the Travel Ad Network (TAN), the largest on-line vertical advertising network in the travel industry. Prior to working at TAN, he opened and ran the New York sales office for TiVo and was in network sales with The Weather Channel and helped launch advertising sales on Weather.Com. Strow graduated from Bucknell University and received his MBA from Boston University.

Launched in July 2008, Sojern is the first and only company to bring together the nations 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 additional value 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.

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