

DELTA AIR LINES AND SOJERN LAUNCH FIVE MILLION SKYMILE SWEEPSTAKES

One Lucky Winner Will Receive One Million SkyMiles in the Million Mile Sweepstakes

Omaha, NE – November 18, 2008 – Delta Air Lines, the world’s largest airline and Sojern, Inc., the first company to bring customized, destination-oriented content to travelers on the boarding pass, today announced the Million Mile Sweepstakes (www.delta.com/sweeps), which will award five million SkyMiles to participants. The sweepstakes will run from November 18, 2008 thru February 28, 2009. The winners will be contacted by March 15, 2009. One grand prize winner will receive one million SkyMiles and 160 winners will receive 25,000 SkyMiles each. To receive an entry code for the Million Mile Sweepstakes, participants must check-in for their flight online at www.delta.com and print a complete boarding pass including destination highlights.

“Delta’s new boarding passes provide our customers checking in online at delta.com with even greater value and convenience including attractions, weather and special discounts available in their destination city,” said Josh Weiss, Delta’s managing director of Self-Service and delta.com. “We’re excited to give our customers five million additional reasons to check in online at delta.com with our Million Mile Sweepstakes.”

Customers of Delta Air Lines who check-in via the online boarding pass process will receive one entry code per boarding pass. Customers can then visit the Million Mile Sweepstakes Web site (www.delta.com/sweeps) and enter the entry code for a chance to win valuable SkyMiles. Customers may enter one time per day with their valid code received every time they fly Delta.

The Million Mile Sweepstakes is open to legal U.S. residents, 18 or older as of November 17, 2008. Participants must be Delta SkyMiles members (registration is free) and have a valid SkyMiles number. No purchase necessary to enter. Official contest rules can be found at www.delta.com/sweeps.

Launched in July 2008, Sojern is the first and only company to bring together the six-leading airlines with local and national advertisers to provide customized, destination-specific information 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. Since launching, Sojern has served more than 100 million ad impressions. Sojern continues to strengthen its position in the market.

About Delta Air Lines

Delta Air Lines is the world’s largest airline. From its hubs in Atlanta, Cincinnati, Detroit, Memphis, Minneapolis-St. Paul, New York-JFK, Salt Lake City and Tokyo-Narita, Delta, its NWA subsidiary and Delta Connection carriers offer service to more than 376 destinations worldwide in 66 countries and serve more than 170 million passengers each year. Delta’s marketing alliances allow customers to earn and redeem

either SkyMiles or WorldPerks on more than 16,000 daily flights offered by SkyTeam and other partners. Delta and its 75,000 worldwide employees are reshaping the aviation industry as the only U.S. airline to offer a full global network. Customers can check in for flights, print boarding passes, check bags and flight status at delta.com.

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.

Delta "Million Mile" Sweepstakes Official Rules

No purchase necessary – a purchase will not increase your chances of winning a prize

1. You must be a Delta SkyMiles member in order to enter this Sweepstakes. If you are not already a SkyMiles member, please see Rule #4 below. There is no cost to become a Delta SkyMiles member.

2. YOU MAY OBTAIN ONE (1) ENTRY IN THIS SWEEPSTAKES BY PRINTING YOUR DELTA BOARDING PASS ONLINE WITH DESTINATION HIGHLIGHTS between 12:00:01 AM, U.S. Eastern Time (U.S. ET), on 11/18/08 and 11:50:00 PM, U.S. ET, on 2/28/09, and by then submitting an entry online as outlined below by 11:59:59 PM U.S. ET on 2/28/09. To enter, print your Delta Boarding Pass online with destination highlights, and then visit www.delta.com/sweeps to enter the Entry Code from that Delta Boarding Pass online (be sure to enter Entry Code exactly as it appears), along with your name, email address and SkyMiles number, following the directions provided. Once the valid Entry Code, complete name and SkyMiles number are entered as directed at www.delta.com/sweeps, you will receive a "Thank You" message and your one (1) entry will be completed. All online entries must be completed by 11:59:59 PM U.S. ET on 2/28/09. Limit one (1) online entry per SkyMiles number and/or email address per day. Any subsequent online entries submitted using the same SkyMiles number and/or email address during the same day will be void. Important: In order to obtain an Entry Code, when printing your Delta boarding pass, you must select the destination highlights boarding pass option.

Only Delta Boarding Passes printed online with destination highlights, during the time period specified above, are eligible for entry. Delta Boarding Passes printed at an airport kiosk or obtained from a Delta Agent are not eligible for this Sweepstakes. Only the person named on the Delta Boarding Pass may use the Entry Code indicated therein to enter the Sweepstakes. Entrants may enter the Entry Code from an individual Delta Boarding Pass only once in the Sweepstakes (as outlined above), and any subsequent entries/uses of that Boarding Pass/Entry Code will be void. Entry Codes cannot be purchased, sold, transferred or traded. Entry Codes are not redeemable or exchangeable for cash. If an entrant prints multiple Boarding Passes under the same Delta itinerary, they can submit one (1) entry for each flight under that itinerary (subject to the entry limit of one (1) entry per SkyMiles number and/or email address per day), assuming they print an individual Boarding Pass (selecting destination highlights option) for each flight online and enter the Entry Code from each Boarding Pass as outlined above and at www.delta.com/sweeps. Sweepstakes participation is subject to participant's full compliance with these Official Rules.

3. NO PURCHASE NECESSARY: You may enter the Sweepstakes via mail by hand-printing your complete name and address, phone number and Delta SkyMiles number, on a 3" x 5" piece of paper. Mail your entry in a hand-addressed, postage-paid, (#10) envelope to: Delta "Million Mile" Sweepstakes, P.O. Box 2863, West Caldwell, NJ 07007-2863. Again, if you are not already a SkyMiles member, see Rule #4 below. Entries must be postmarked by 3/2/09 and received by 3/12/09. You may submit as many entries as you wish via mail, but limit of one (1) entry per stamped outer mailing envelope, mailed separately. Limit of one (1) entry per SkyMiles number per day. No copies or reproductions accepted.

4. TO OBTAIN A SKYMILES NUMBER: If you are not already a SkyMiles member, visit delta.com/skymiles or call 1-800-323-2323 (no purchase is necessary to obtain a SkyMiles number). All SkyMiles program rules apply to SkyMiles program membership, miles, offers, mile accrual, mile redemption and travel benefits. To review the SkyMiles program rules, please visit delta.com/membersguide. SkyMiles offers void where prohibited by law and other restrictions may apply. SkyMiles offers subject to change without notice.

5. WINNER SELECTION: Potential Winners will be selected in a random drawing, conducted on or about 3/13/09, from all eligible entries received. The drawing will be accomplished by an independent judging organization, whose decisions are final. Odds of winning a prize depend on the number of eligible entries received. Limit one (1) prize per person and/or immediate family (as defined in Rule #7 below).

6. PRIZES: One (1) Grand Prize – One million (1,000,000) bonus miles under the SkyMiles program (Approximate Retail Value = \$20,000); 160 First Prizes – Twenty-five thousand (25,000) bonus miles under the SkyMiles program (Approximate Retail Value = \$500 each). Prize bonus miles will be deposited into Winners' SkyMiles accounts on or about 4/15/09. All SkyMiles program rules apply to bonus miles, SkyMiles program membership, miles, offers, mile accrual, mile redemption and travel benefits. To review the SkyMiles program rules, please visit delta.com/memborguide. Taxes and fees for Award Travel are the sole responsibility of the Winner and must be paid at the time the ticket is booked. Please visit delta.com/fees for current fee schedule. Award Travel seats are limited and may not be available on all flights or in all markets. SkyMiles offers void where prohibited by law and other restrictions may apply. SkyMiles offers subject to change without notice. No transfer or other substitution of prize permitted. No more than 161 prizes with a total value of \$100,000 will be made available to be won in the Sweepstakes.

7. GENERAL RULES: Open to legal U.S. residents, 18 or older as of 11/17/08. Employees of Delta Air Lines and Sojern, Inc. (Sponsors), their subsidiaries, affiliates, agencies and immediate families (spouse, children, parents, siblings, regardless of where they live) and persons living in the same household of such employees, whether related or not, are not eligible. Void in Puerto Rico, U.S. territories and possessions, and where prohibited. Taxes on prizes will be the sole responsibility of the Winners. Grand Prize Winner will be issued an IRS 1099 Tax Form in January or February of the year following the receipt of the prize. Potential Grand Prize Winner will be required to execute and return an Affidavit of Eligibility, a Liability Release and a Publicity Release (where legal) within five (5) days of attempted notification. If these documents are not returned within the time specified, or if any notification or prize is returned as non-deliverable, or if a Winner of any prize is found to be ineligible or not in compliance with these Official Rules, such prize may be forfeited and an alternate Winner selected. Winners will be notified by mail within approximately 30 days of Winner determination. Sweepstakes is subject to U.S. federal, state and local laws and regulations. Participants release Sponsors, their respective partners, agencies, and assigns from any liability and/or loss to person(s), resulting from participation in the Sweepstakes or acceptance and/or use of a prize. By their entry, participants are agreeing to these rules and that the decisions of the judges and Sponsors are final and binding in all respects. By acceptance of prize, each Winner agrees to Sponsors' use of name/likeness for commercial purposes without notification/compensation, except where prohibited by law. No mechanical/automated devices may be used to participate. Sponsors not responsible for lost/late/misdirected/illegible/postage-due requests/entries, lost or late mail or computer malfunctions. Sponsors reserve the right to post, remove and/or modify this Sweepstakes on the Internet at any time. Sponsors reserve the right to disqualify anyone tampering with the Web site or Sweepstakes entry process. If, for any reason, the Sweepstakes or drawing is not capable of running as planned by reason of damage by computer virus, worms, bugs, tampering, unauthorized intervention, technical limitations or failures, or any other causes which, in the sole opinion of the Sponsors, could compromise, undermine or otherwise affect the Official Rules, administration, security, fairness or proper conduct of the Sweepstakes, the Sponsors reserve the right in their absolute discretion, to modify these Official Rules and/or to cancel, terminate, modify or suspend the Sweepstakes. In the event of termination or cancellation, Winners will be selected from all eligible entries received before the time of cancellation/termination, or as otherwise deemed fair, appropriate and in accordance with these Official Rules by Sponsors and the judges. Notice of such action by Sponsors will be posted on www.delta.com. Sponsors assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or jumbled, scrambled transmission, communications line failure, theft, destruction, or unauthorized access to the site or Sweepstakes/programming error or failure, or failure to capture or retain information. Sponsors are not responsible for injury or damage to entrants' or to any other persons' computer, other equipment, or person relating to or resulting from participation in the Sweepstakes, or from downloading materials or accessing the site. In the event of a dispute over the ownership of a Delta Boarding Pass, the name that appears on the Boarding Pass/Itinerary will prevail and any prize won will be awarded to that individual.

8. PRIVACY POLICY: Information collected by Sponsors in connection with this Sweepstakes may be used by Sponsors in accordance with the online Privacy Policy posted on www.delta.com. To read the Privacy Policy click on the Privacy Policy link at www.delta.com.

9. WINNER'S LIST: For a list of Winners, available after 4/15/09, send a self-addressed, stamped envelope to be received by 4/1/09 to: "Delta "Million Mile" Sweepstakes Winners, P.O. Box 1610, West Caldwell, NJ 07007-1610.

Main Sponsor is Delta Air Lines, Atlanta, GA 30354.

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