

For additional information:  
Susan Booth, Sojern  
[susan.booth@sojern.com](mailto:susan.booth@sojern.com)  
402-996-2027

Aaron De Lucia  
Porter Novelli, On behalf of Sojern  
[Aaron.delucia@porternovelli.com](mailto:Aaron.delucia@porternovelli.com)  
512-241-2249

## Destination-Specific Content Now Available on Continental Airlines Boarding Passes

**Omaha, NE – January 12, 2009** – Sojern, the first company to bring customized, destination-oriented content to travelers on boarding passes today announced its launch with Continental Airlines, the world’s fifth largest airline.

The destination-specific content provided by Sojern will be available via Continental’s online and printed boarding passes for all 134 domestic destinations starting on January 10, 2009. Sojern’s proprietary technology allows Continental passengers checking in at [www.continental.com](http://www.continental.com) to receive a wide range of benefits – weather reports, restaurant options, activities, special discounts and other destination-specific information – on both their online and printed boarding passes.

“Since first hearing about Sojern and the company’s proprietary offering, we knew they would be able to provide Continental and our passengers with a truly value-added service at no additional cost,” said Mark Bergsrud, Continental’s senior vice president marketing programs and distribution. “In today’s economic climate it is important to Continental to continually improve the travel experience by providing our customers with the best service, and Sojern is a great partner in our continued efforts.”

Sojern’s boarding pass offers relevant information for passengers at no additional cost, provides a valuable opportunity for the advertising industry to reach the coveted traveler demographic. Companies now have the ability to speak to travelers when they know their information and offers will be relevant to passengers flying to a particular destination. Travelers should also be assured that none of their personally-identifiable information is shared. Continental is the third airline to implement Sojern’s destination specific content for Web-based and print at home boarding passes, since the service was launched in July 2008.

“Launching our service with Continental is a major step toward our goal of providing useful content to every airline passenger,” said Sojern founder Gordon Whitten. “The addition of Continental underscores the value that we can deliver to the airline industry, passengers and advertisers.”

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

**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).

**About Continental Airlines**

Continental Airlines is the world's fifth largest airline. Continental, together with Continental Express and Continental Connection, has more than 2,500 daily departures throughout the Americas, Europe and Asia, serving 134 domestic and 131 international destinations. With more than 43,000 employees, Continental has hubs serving New York, Houston, Cleveland and Guam, and together with Continental Express, carries approximately 69 million passengers per year.

Continental consistently earns awards and critical acclaim for both its operation and its corporate culture. For the fifth consecutive year, FORTUNE magazine named Continental the No. 1 World's Most Admired Airline on its 2008 list of World's Most Admired Companies. For more company information, ticketing and boarding passes, visit [www.continental.com](http://www.continental.com)

###