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**Sojern, Inc. Named AlwaysOn OnMedia 100 Winner**  
***Technology Innovator in Online Advertising Service Providers for 2009***

**OMAHA, NE, JANUARY 22, 2009** -- Sojern, the only company to bring customized, destination-oriented content to travelers on boarding passes today announced that it has been selected to the 2009 OnMedia 100 List. The OnMedia 100 Award is given to private, emerging technology companies in the advertising, publishing, marketing, branding and public relations spaces. Sojern was selected by the AlwaysOn editorial team based on demonstration of growth, market opportunity, quality of innovation and customer traction.

"Sojern brings the airline and advertising industries together for the benefit of the traveling public by delivering useful and valuable content on the online check-in boarding pass through innovative technology," said Sojern founder Gordon Whitten. "We are honored to be recognized by a highly respected organization in AlwaysOn and named to the OnMedia 100. This award is further validation of our growth and success, and the value we are adding for our airline partners, their passengers and our advertisers."

Sojern and the other OnMedia 100 winners will be recognized at the OnMedia 100 Conference at the Ritz Carlton, New York City, on February 2-4. This two-and-a-half day executive conference is co-presented by Forbes and will feature presentations and high-level debates from CEOs, journalists, industry experts, investors and publishing and advertising executives.

"The 2009 OnMedia 100 companies have demonstrated their tenacity even in the toughest economic conditions that the technology world has ever encountered," said Tony Perkins, founder and editor of AlwaysOn. "We applaud their success in pushing the boundaries of innovation, creating market opportunities and transforming the industry even in the earlier stages of their businesses."

The OnMedia 100 winners were selected from among hundreds of other technology companies nominated by investors, bankers, journalists and industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2009 list.

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, averaging over a million impressions a day, 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 AlwaysOn**

ALWAYSON ignited the open-media revolution in early 2003 by being the first media brand to launch a global blog network. In 2004, ALWAYSON continued to lead the media industry in innovation by introducing a social network where members can connect and engage. ALWAYSON is also revolutionizing the media business by applying its open-media principles to its executive event series (STANFORD SUMMIT, ALWAYSON HOLLYWOOD, ALWAYSON MEDIA and GOINGGREEN) and quarterly print "blogazine" by empowering its members to post and share their ideas and meet each other online. As our loyal readers know, ALWAYSON is committed to the free-market, merit-driven approach to reporting and event programming. No other media brand has dared to create such open interaction with its readers and event participants.