

MATT ARKIN JOINS SOJERN AS CHIEF REVENUE OFFICER

Online Advertising Industry Veteran to Bring Valuable Experience to Sojern

Omaha, NE, March 12, 2009 — Sojern, the first company to bring customized, destination-oriented content to travelers on boarding passes today announced it has hired Matt Arkin as Chief Revenue Officer. Arkin brings more than 15 years of media experience to Sojern in the area of online advertising. Arkin will be responsible for driving business and revenue growth and engaging with leading advertisers regarding the value that Sojern delivers to consumers, advertisers and the airline industry.

“Matt brings a proven track record in growing businesses and revenue,” said Gordon Whitten, CEO and founder of Sojern. “His remarkable success, especially during the dot com bust, makes him a strong addition to our executive team as we navigate through the current economic climate.”

Prior to joining Sojern, Arkin served as vice president at Danoo Media Network where he was responsible for growing the scale and revenue of the company. Arkin was also senior vice president at AOL/Platform A and served as vice president of sales for MarketWatch.com.

Arkin’s area of specialization within the online advertising industry focuses on helping Fortune 500 advertisers be more impactful and targeted with their messaging. He has been recognized as an innovator in the online advertising industry and has been cited in dozens of industry publications.

“Sojern is pioneering premium ways for top marketers to message the affluent traveler at different times during the travel experience,” says Matt Arkin. “I’m excited to bring my industry experience to such a forward-thinking team and I’m looking forward to growing the business.”

During the challenging period that Web Media experienced in 2000-2002, Mr. Arkin's sales teams, for three years running, were consistently listed in Forrester's studies as one of the most productive and top grossing in sales per person. The team was also awarded the ASPY for Best Overall Web Site Representation in December of 2004.

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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