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SOJERN HIRES INDUSTRY VETERAN CHRIS MARROW AS VICE PRESIDENT OF WESTERN REGION SALES

Omaha, NE, June 2, 2009 —Sojern, the first company to bring customized, destination-oriented content to travelers on boarding passes, today announced it has hired Chris Marrow as vice president of sales for the Western region. Marrow brings eighteen years of advertising sales, business development and sales management experience to Sojern, with an emphasis on Internet ad sales. In his new role, Marrow will be responsible for driving sales and customer growth for Sojern and its airline partners.

“Chris has had a very successful career in helping companies drive revenue and grow customer bases,” said Matt Arkin, Chief Revenue Officer at Sojern. “His deep understanding of the Internet marketplace and years of focus on advertising sales make him a perfect leader to drive our growth across the Western region and deliver more value to our airline and advertising partners as well as travelers.”

Prior to joining Sojern, Marrow served as chief revenue officer for Aggregate Knowledge, a recommendation engine for e-commerce and a variety of Web sites. At Aggregate Knowledge he was responsible for managing existing customer relationships as well as forging channel partnerships with ad networks to utilize Aggregate Knowledge’s personalized creative solution. Marrow has also served in sales and executive positions at Tacoda, Ebay, AltaVista, Ziff Davis, Inc and FlyCast Communications.

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, US Airways and most recently, Alaska Airlines. 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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