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SOJERN HIRES KHAN SMITH AS SENIOR VICE PRESIDENT OF PRODUCT MANAGEMENT AND CHIEF PRIVACY OFFICER

Omaha, NE, June 15, 2009 — Sojern, the first company to bring customized, destination-oriented content to travelers on boarding passes, today announced it has hired Khan Smith as Senior Vice President of Product Management and Chief Privacy Officer. In his new role with Sojern, Smith will be responsible for overseeing all product and platform strategy and will lead the charge to ensure Sojern meets stringent privacy policies to protect its customers, partners and travelers. Smith will report directly to the CEO of Sojern, Gordon Whitten.

“Khan has had a solid career of building industry leading product strategies and is a strong addition to the Sojern executive team,” said Gordon Whitten, CEO and founder of Sojern. “Under his guidance and supervision we expect the Sojern product will offer some exciting new opportunities for our airline partners, advertisers and the travel community.”

Smith is a lifetime media professional and has worked for Avenue A (aQuantive) where he was responsible for publisher strategy and Microsoft where he was senior product planner driving MSN’s audience segmentation solutions. Smith also worked at TACODA as Vice President of Product Management & Marketing where he successfully built out the TACODA product and platform strategy and also held the role of Chief Privacy Officer. Most recently, Smith was at ShortTail Media as Vice President of Product management and Chief Privacy Officer.

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, Hawaiian Airlines, 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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