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SOJERN EXPANDS EXECUTIVE SALES TEAM WITH THE ADDITION OF DAVID WRIEDEN

Omaha, NE, September 17, 2009 — Sojern, the first company to bring customized, destination-oriented content to travelers on printed boarding passes, today announced it has hired David Wrieden as vice president of sales for the Eastern Region. Wrieden brings more than twenty years of sales leadership and management experience to Sojern. He will be responsible for driving customer and revenue growth for Sojern and its airline partners. He will report to Matt Arkin, Sojern's chief revenue officer and will be based in Pennsylvania.

"Dave's deep media background along with the incredible respect he has in the marketplace is a great asset to Sojern." said Matt Arkin, chief revenue officer at Sojern. "Dave's online and travel knowledge is a perfect fit for the Sojern sales team and we are thrilled to have him on board."

Wrieden brings more than twenty years of sales leadership and management experience to Sojern. Prior to joining Sojern, Wrieden was executive director at AccuWeather, Inc. where he was responsible for establishing and managing a department focused on monetizing advertising supported products, including AccuWeather.com, AccuWeather Wireless and Local AccuWeather Channel. Wrieden also worked for Verizon Communications as general sales manager focused on Verizon Yellow Pages managing all facets of sales and post sales production.

Wrieden is a council member for the Internet Advertising Bureau, a member of the Mobile Marketing Association and the Philadelphia Interactive Marketing Association (PhIMA).

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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