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TRAVELPORT AND SOJERN FORGE PARTNERSHIP TO PROVIDE DESTINATION TARGETED CONTENT ON TRAVEL ITINERARIES

Omaha, NE, September 22, 2009 — Sojern, the first company to bring customized, destination-oriented content to travelers on boarding passes, today announced a partnership with Travelport, one of the world's leading global distribution systems operating both the Galileo and Worldspan platforms. Sojern will deliver destination-oriented information and advertising related content to Travelport's 3.5 million travel customers globally through its ViewTrip™ personalized itinerary product. The exclusive partnership enables Sojern to expand its reach within the travel marketplace and enables Travelport agency customers to deliver a richer pre-travel experience for their ticketed customers through highly relevant and targeted messages within each itinerary.

Sojern will deliver targeted, destination-oriented advertising content for all Travelport ViewTrip online and printed itineraries globally. Using anonymous, non-personally identifiable behavior patterns, Sojern enables advertisers to reach a specific audience and promote special events and offers that match each individual traveler itinerary and preferences.

“Travelport's focus in partnering with Sojern is to provide a unique value proposition for our agency customers who issue itineraries to global travelers,” said Travis Christ, president, The Americas at Travelport. “By integrating relevant offers and other information based on the characteristics of each ViewTrip itinerary, Travelport is expanding the agency-traveler relationship beyond the point of sale and enabling our customers to deliver a content-rich travel itinerary that is more valuable to travelers.”

Travelport ViewTrip is a free, secure web site that can be accessed by travellers who hold either a Galileo by Travelport™ or Worldspan by Travelport™ itinerary. Through ViewTrip, travellers can enjoy a single source for all of their travel reservations and electronic ticketing needs, plus access relevant travel information including destination weather and local events, as well as tools such as airline online check-in that streamline their journey.

“Our partnership with Travelport allows the Sojern advertising customer to reach travelers earlier in the travel lifecycle,” said Gordon Whitten, CEO and founder of Sojern, Inc. “Travel agents have always provided their customers detailed information about their travel schedule. Our data will enhance that experience. By combining the Travelport system with Sojern's infrastructure, we can now deliver added value to a broader audience of travelers, and offer advertisers a broader reach into the travel lifecycle.”

About Sojern, Inc.

Sojern, Inc. 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.

About Travelport

Travelport is one of the world's largest travel conglomerates offering broad based business services to companies operating in the global travel industry. Travelport is comprised of the global distribution system business that includes the Worldspan and Galileo brands. Travelport is a leader in Web-based travel e-commerce, and a provider of the most relevant and cost-efficient technologies and services available to participants throughout the global travel distribution chain. Each day, the company processes a remarkable 1.5 billion travel messages, 4.3 billion airfares annually for 450 airlines and over 88,000 hotel properties tied to 30,000 car rental locations, 7,500 tourist attractions and 160 countries in 29 languages. With 2008 revenues of \$2.5 billion, Travelport operates in 160 countries and has over 5,500 employees.

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