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## Destination-Specific Content Now Available on US Airways Boarding Passes

**Omaha, NE – March 25, 2010** – Sojern, the first company to bring customized, destination-oriented content to travelers on airline boarding passes, today announced its partnership with US Airways (NYSE: LCC).

Destination-specific advertising and travel information provided by Sojern will be available via US Airways' online and printed boarding passes for all 155 domestic destinations starting this month. Sojern's proprietary technology provides US Airways' passengers who check in at [www.usairways.com](http://www.usairways.com) a wide range of useful content including weather reports, restaurant options, activities and special discounts on both their online and printed boarding passes.

"US Airways is continuously seeking ways to add convenience and improve the travel experience for our customers," said Andrew Nocella, US Airways' senior vice president, marketing and planning. "Our partnership with Sojern allows us to offer destination-specific travel information that our travelers will find useful and relevant on their boarding passes and during their Web check-in process – requiring no additional time or expense from our customers."

Leveraging the popularity of online check-in and print-at-home functionality, Sojern enables travel partners to provide additional value to their passengers while also giving advertisers the opportunity to reach prospective customers. US Airways is the 6th partner to implement Sojern's content since the service was launched in July 2008. Since launch, Sojern has served more than 650 million ad display impressions on boarding passes, itineraries and other properties and continues to grow and strengthen its position in the market. According to comScore, a marketing research company, Sojern Travel Network's current potential reach is 13.5 million monthly unique visitors.

"Sojern's goal is to bring the most relevant travel content and geographically targeted advertising to travelers," said Gordon Whitten, Sojern founder and CEO. "We are honored to have added US Airways as a partner. With this new relationship, we will have

expanded our reach and positioned Sojern near the top as a travel vertical advertising platform.”

### **About Sojern, Inc.**

Sojern, Inc. ([www.sojern.com](http://www.sojern.com)) has strategically partnered with the leading airlines and travel industry organizations to deliver audience segments online offering direct access to travelers and an expanded reach to advertisers. Sojern’s unique platform continues its innovative approach by reaching travelers throughout the travel continuum while increasing campaign performance for advertisers by providing advertising messages on premium web sites as well as impactful airline space such as boarding passes and itineraries. Sojern allows advertisers to reach travelers with greater scale and frequency while enhancing the travel experience and the effectiveness of advertising messages. Sojern is a privately held company with offices throughout the US. The company was founded in September 2007 and received a 2008 OMMA Award for Online Advertising Creativity, named 2009 OnMedia Top 100 for Technology Innovation, 2009 HSMIAI Advertising Award winner and finalist for the 2010 Edison Awards.

### **About US Airways**

US Airways, along with US Airways Shuttle and US Airways Express, operates more than 3,000 flights per day and serves more than 190 communities in the U.S., Canada, Mexico, Europe, the Middle East, the Caribbean, Central and South America. The airline employs more than 31,000 aviation professionals worldwide and is a member of the Star Alliance network, which offers its customers more than 19,700 daily flights to 1,077 airports in 175 countries. Together with its US Airways Express partners, the airline serves approximately 80 million passengers each year and operates hubs in Charlotte, N.C., Philadelphia and Phoenix, and a focus city at Ronald Reagan Washington National Airport. And for the eleventh consecutive year, the airline received a Diamond Award for maintenance training excellence from the Federal Aviation Administration for its Charlotte hub line maintenance facility. For more company information, visit [www.usairways.com](http://www.usairways.com).

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