



Empowering the Frequent Flyer

FOR IMMEDIATE RELEASE

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EXPERTFLYER.COM CONTINUES TO HELP BUSINESS TRAVELERS MAXIMIZE TRAVEL BUDGETS WITH AWARDS & UPGRADES SEARCH TECHNOLOGY

Website Finds 2,100 Awards/Upgrades in Q3 09 and More Than 31,000 in Three Years to Save Business Travelers Millions of Dollars

New York, NY – October 14, 2009 – ExpertFlyer.com, the premier air travel information tool offering complete and efficient ways to access the ever changing details of worldwide air travel information, announced today that its proprietary *Flight Alerts* and *Awards & Upgrade* search functions found more than 2,100 airline Award and Upgrade tickets for its customers during the third quarter, 2009. This brings the total number of Awards and Upgrades to an astounding 31,000 since 2006 with an estimated savings of several million dollars to its subscribers.

A recent analysis of the airline industry by OAG, an airline data company, found that domestic capacity of airlines dropped 21 percent since October, 2000, drastically reducing the number of seats overall and further impairing the chances of securing mileage awards tickets or upgrades. Additional industry research also found that mandatory travel rules and specific "classes" dictated by companies have become very strict, even for corporate executives and other VIP's. Even during these tough economic times and strict business travel restrictions, ExpertFlyer customers have enjoyed the flexibility of securing Award tickets or using exchanging a coach ticket for Business Class with little effort, thanks to its unique and innovative Awards & Upgrades technology.

ExpertFlyer makes the process of finding Award and Upgrade inventory fast and simple, eliminating frequent searches and continuous calls to the airline award center. The Website accomplishes this through its *Flight Alerts* feature, which notifies passengers when an award or upgrade becomes available on specified flights. Since the feature was introduced in April, 2006, ExpertFlyer has found more than 31,000 Award tickets and Upgrades for its subscribers.

"Business travelers have reached a crossroads in the way they are accustomed to doing business and how the economy and their companies are dictating the need to find new, more efficient ways of doing business," says Chris Lopinto, president and co-founder of ExpertFlyer.com. "Mobile technology has certainly made doing business more efficient but the value associated with in-person meetings can be immeasurable.

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"At ExpertFlyer, our job is to help business travelers and frequent flyers find the best value for their travel needs and our *Awards & Upgrades* feature has proven to be extremely effective."

ExpertFlyer's ability to consistently find Awards and Upgrades for its subscribers can be credited to three primary website features: Flights Alerts, which keeps checking and notifies passengers if an award or upgrade becomes available on specified flights; Awards & Upgrade searching, which makes it easy for subscribers to search for awards or upgrades across flights and airlines; and Mobile Access, a feature which allows subscribers to access flight information including Awards & Upgrades, Fares, Flight Alerts and Seat Maps from anywhere in the world.

Business travelers and frequent flyers who want to learn more about what ExpertFlyer is doing to make airline travel more convenient and satisfying can go to ExpertFlyer's blog at <http://blog.expertflyer.com> or visit the website at <http://www.expertflyer.com/>

About ExpertFlyer.com

ExpertFlyer.com was conceived and created by an eclectic team consisting of a veteran elite tier frequent flyer, an airline captain and corporate travel manager, and information technology professionals to deliver a 24/7 real time powerful air travel information service. The company provides its subscribers and corporate travel managers alike with a complete, concise and efficient way to access the ever changing details of worldwide air travel information. For more information please visit <http://www.expertflyer.com>.

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