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ExpertFlyer Seat Alerts[®] Wins GBTA's "2012 Business Traveler People's Choice Innovation of the Year" Award

*Automated Feature Helping Travelers Escape the Middle Seat
Recognized During Annual GBTA Convention in Boston*

Boston, MA – July 25, 2012 – ExpertFlyer.com[®], the premier air travel information tool offering complete and efficient ways to access the changing details of worldwide air travel information, announced today that its *Seat Alerts* feature has been awarded the 2012 Business Traveler People's Choice Innovation of the Year by the [Global Business Travel Association](#) (GBTA). Sponsored by *Fast Company* Magazine, the innovation competition recognizes excellence in travel services and technology by companies worldwide. GBTA presented the award to Chris Lopinto, President and Co-Founder of ExpertFlyer during its annual convention in Boston earlier this week. *Seat Alerts*, which initially won the "Travel Comfort" category before being named the overall "People's Choice" winner, allows ticketed and non-ticketed passengers to set up an automatic alert that notifies them when occupied airline seats become available.

"We are very excited that [Seat Alerts](#) has been recognized by business travelers as an integral part of their travel planning portfolio," says Chris Lopinto, President and Co-founder of ExpertFlyer. "It is truly an honor to have *Seat Alerts* selected as the favorite travel tool among business travelers, especially when so many innovative travel products and services were recognized in this year's People's Choice awards. We will continue to develop new and innovative ways for business travelers and consumers to maximize their travel experiences," Mr. Lopinto added.

Today, securing seating assignments for flights requires passengers to have a ticket and restricts seat selection to only unoccupied seats. Passengers hoping to find a different seat would typically wait until check-in at the airport and hope a more desirable seat is available. [ExpertFlyer's Seat Alerts](#) changes all that.

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Seat Alerts now allows ticketed and non-ticketed passengers to set up an automatic alert that notifies them if occupied seats become available. Passengers can select "Any Aisle" or "Any Window," and will automatically be notified by email when any aisle or window seat becomes available on selected flights. In addition, passengers can identify an unlimited number of specific seats by selecting desired -- but currently occupied -- seats such as Exit Row and Bulkhead seats or if you want to sit with business associates, friends or family on the same flight, for example.

ExpertFlyer recently introduced a free version of *Seat Alerts*, allowing any traveler to create an account at ExpertFlyer.com and maintain one active Seat Alert at a time. Once *Seat Alerts* has found a better seat or the selected flight has departed, a new Seat Alert can be created. The free version is ideal for casual travelers who only have one flight where they may be stuck in a bad seat at any given time. Additional active alerts can be purchased for \$.99 and paid subscribers to ExpertFlyer will be able to set several alerts at one time at no additional cost.

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>. Seat Alerts is a registered service mark of Expert Travel Services LLC.

About Global Business Travel Association (GBTA)

The Global Business Travel Association (GBTA) is the world's premier business travel and meetings organization. Collectively, GBTA's 5,000-plus members manage over \$340 billion of global business travel and meetings expenditures annually. [GBTA](http://www.gbta.com) provides its network of 17,000 business and government travel and meetings managers, as well as travel service providers, with networking events, news, education & professional development, research, and advocacy.

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