



Empowering the Frequent Flyer

FOR IMMEDIATE RELEASE

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EXPERTFLYER GOES "ONE-ON-ONE" WITH InsideTrip

Website's TripQuality Score System Evaluates Unique Aspects of Airline Itinerary to Determine if Traveler's are Getting "A Good Deal"

New York, NY – December 15, 2010 – ExpertFlyer.com, the premier air travel information tool offering complete and efficient ways to access the ever changing details of worldwide air travel information, has posted an interview with David Pelter, CEO, [InsideTrip.com](http://www.insidetrip.com), to its [One-on-One](http://www.expertflyer.com/blog) blog. InsideTrip is a travel website that looks at the overall value of an airline itinerary by evaluating additional aspects beyond the actual cost of the ticket. By applying a unique scoring system called TripQuality, InsideTrip evaluates twelve unique aspects of an airline itinerary including legroom, number of stops, delay/cancellation history, TSA security wait times, and others, to determine the "true" value of a ticket and equip travelers with information to make informed decisions.

During his recent interview with ExpertFlyer, Mr. Pelter describes a number of additional factors beyond price that travelers may wish to consider when booking their travel itinerary and explains how certain changes in the industry can play a significant role in the decision process.

"What we advise folks to do is to simply buy the product that works for them," David Pelter explains. "Because everyone has their own personal value equation, we're just exposing customers to the price/quality tradeoff so they have as much information as possible to make a more informed decision."

"InsideTrip and its TripQuality scoring system is another example of empowering business travelers and frequent flyers by providing additional information they can use to make informed purchasing decisions," explains Chris Lopinto, President and Co-Founder of ExpertFlyer.com. "Aside from helping travelers find the best deal possible, it helps ensure the best travel experience possible, and for those who travel extensively, the value of a good travel experience can be a priceless."

You can read the entire interview with Mr. Pelter from InsideTrip at <http://blog.expertflyer.com>.

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About InsideTrip

Founded in 2007 by travel industry veteran Dave Pelter, InsideTrip provides, for the first time, a true insider's view on how to buy travel by offering not only the best prices, but also the ability to search by TripQuality score. Having led the pricing and planning departments at several of the world's top airlines, Dave transformed his expert travel knowledge into the core mission for InsideTrip: help consumers buy travel smarter. As the only airline pricing executive "turncoat" now running an online travel company, Dave's passion is providing consumers access to the best information to allow them to make the smartest possible travel decisions. InsideTrip is headquartered in Seattle, Washington.

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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