



## News Release

### **GuestLogix signs Toronto Airport Express to OnTouch™ Ground Connections**

**July 23, 2009 – TORONTO, ON** – GuestLogix Inc., ([TSX-V: GXI](#)), the world's leading provider of onboard retail solutions to the airline industry, today announced an exclusive agreement with Toronto Airport Express to enable the sale of ground transfer vouchers through GuestLogix' OnTouch™ Ground Connections service onboard participating flights arriving at Lester B. Pearson International Airport. Operated by Pacific Western Transportation Ltd., one of Canada's largest privately-owned people transportation companies, Toronto Airport Express is the largest provider of bus services between Pearson Airport and Downtown Toronto.

"We are pleased to add Toronto Airport Express to our new OnTouch™ Ground Connections service," said Brett Proud, EVP Global Sales at GuestLogix. "We are making it easier than ever for passengers to continue their journey to their final destination by allowing passengers to buy ground transfers during flight prior to arrival at airports."

Toronto Airport Express operates 20 hours a day, 7 days a week, 365 days a year, with departures every 20 minutes during peak periods and every 30 minutes during off-peak periods. The service transports passengers from the airport to a variety of popular downtown locations. Laptop plug-ins and WiFi-capability ensure that travelers can be most productive on their journey.

"Toronto Airport Express has been synonymous with convenience and high quality service, and is available at less than the cost of a taxi or limo," said Patty Pattison, Director Sales & Marketing at Pacific Western Transportation. "Our partnership with GuestLogix takes our longstanding attributes to a whole new level by allowing us to sell tickets to passengers in-flight."

OnTouch™ Ground Connections provides service at the top 50 airports – measured by passengers landed – which handle the overwhelming proportion of the world's airline passengers. For passengers without prearranged transportation, the service is a convenient and efficient way to arrange a ride. It takes confusion out of the process and creates options for passengers, many of which just walk out the first door and end up in a taxi line. Airport signage is often confusing, and finding both the ticket counter and the proper pick-up area can be difficult. The combination of added convenience and

reduced confusion allows OnTouch™ Ground Connections to help carriers and ground transportation providers improve the customer experience and therefore enhance loyalty. Most importantly, airlines can share in the revenues generated by ground transfer ticket sales without carrying or managing any physical inventory.

OnTouch™ Ground Connections is powered by the GuestLogix Mobile Virtual Store™ onboard transaction platform which accepts payment via credit and debit cards, and any currency. Transactions are performed in-flight using state-of-the art handheld point-of-service devices which print ticket vouchers.

### **About Pacific Western Transportation**

Pacific Western Transportation Ltd. (PWT) is one of Canada's largest privately-owned people transportation companies. Operating for over 50 years, Pacific Western Toronto has developed an extensive offering of high quality tourism services. Pacific Western exceeds customer expectations by employing talented people who share in the dedication of a company committed to safety with service. To learn more about Pacific Western Transportation and Toronto Airport Express, please visit:

[www.torontoairportexpress.com](http://www.torontoairportexpress.com) and [www.pacificwesterntoronto.com](http://www.pacificwesterntoronto.com)

### **About GuestLogix**

GuestLogix is the leading provider of onboard retail technology and solutions to the passenger travel industry. Through its industry standard onboard transaction processing platform, the Company provides carriers the tools to become successful onboard retailers and by way of its OnTouch™ merchandising division it facilitates innovative products and services to enhance passenger experience and propel ancillary revenue growth. With a customer base comprising seven of the top 10 global airlines GuestLogix maintains contracts to serve more than 30 per cent of the world airline passenger traffic through its proprietary platform. Additional information on the Company can be found at [guestlogix.com](http://guestlogix.com) and [ontouch.com](http://ontouch.com).

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**Forward-Looking Statements**

This news release includes certain forward-looking statements that are based upon current expectations, which involve risks and uncertainties associated with GuestLogix' business and the environment in which the business operates. Any statements contained herein that are not statements of historical facts may be deemed to be forward-looking, including those identified by the expressions "anticipate", "believe", "plan", "estimate", "expect", "intend", and similar expressions to the extent they relate to the Company or its management. The forward-looking statements are not historical facts, but reflect GuestLogix' current expectations regarding future results or events. These forward-looking statements are subject to a number of risks and uncertainties that could cause actual results or events to differ materially from current expectations, including the matters discussed under "Risks and Uncertainties" in the Filing Statement filed on June 29, 2009 with the regulatory authorities. GuestLogix assumes no obligation to update the forward-looking statements, or to update the reasons why actual results could differ from those reflected in the forward-looking statements.

Neither TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.