



## News Release

### **GuestLogix delivers OnTouch™ Ground Connections to enable airlines to capture new ground transport revenues**

***Partners join OnTouch to roll out convenient global onboard service to the world's 50 busiest airports***

**July 16, 2009 – TORONTO, ON** – The purchase of ground transportation is made by hundreds of millions of passengers every year. The natural behaviour is to wait in taxi and bus lines and queue up at ticket counters and kiosks, when passengers can find them. All told, it's estimated the ground transportation sector generates an estimated US\$120B globally in annual sales with airlines supplying most of its passengers. Today, GuestLogix Inc., ([TSX-V: GXI](#)), the world's leading provider of onboard retail solutions to the airline industry, introduced a new onboard merchandising service, OnTouch™ Ground Connections, to enable carriers to capture some of this revenue by allowing their passengers to buy ground transport fares in-flight prior to arrival at airports.

"OnTouch™ Ground Connections is one of the most intuitive purchases for any passenger as it quickly addresses their most immediate requirement upon arrival: how do I get to my hotel or final destination?" said Tom Douramakos, President and CEO, GuestLogix. "We expect that the rampant need for ground transportation combined with onboard convenience and relatively low price tag, will lead to high conversion rates for airlines providing our onboard service. The launch of OnTouch™ Ground Connections positions us to capitalize on this significant market opportunity and increase our average revenue per passenger trip over the long-term."

The new GuestLogix service has been successfully tested with a major U.S. carrier on flights from the U.S. to Heathrow International Airport and is being introduced on all flights to London. 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 some U.S. carriers, the top 30 airports can represent as much as 90% of their annual passengers trips. Initially, OnTouch™ Ground Connections will offer one transportation service per airport to make it easy for airlines to implement and passengers to use.

OnTouch™ Ground Connections includes: shuttle trains, buses, shared ride vans, taxis, limos and more. For passengers without prearranged transportation, this service will be a convenient and time saving 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 supported by our onboard transaction platform, which is easily customizable for any airline and ground transportation partner,” said Chris Gardner, Managing Director of Global Onboard Merchandising at GuestLogix. “Given that our platform is already onboard the world’s largest carriers, our new onboard service is designed to create maximum revenue lift in a short period of time for all our merchandising partners and airline customers.”

Ground transportation service providers have eagerly joined OnTouch™ Ground Connections to support global coverage, including a previously announced agreement with a popular Heathrow rail link service provider to central London:

### **GO Group**

GO Group, LLC is the world’s largest airport and ground transportation company. Each year its network of 4,000 vehicles transports nearly 29 million passengers at 110 airports around the world.

“OnTouch™ Ground Connections provides carriers convenient access to our vehicle transport network serving many of the world’s leading airports,” said John McCarthy, President of GO Group. “The GuestLogix onboard transaction platform makes the in-flight selling process seamless with our operations so that flight attendants can easily focus on serving their passengers.”

### **Mears Transportation Group**

Founded in 1939 Mears is the premier airport transportation service provider in southern Florida. A member of the Go Group, Mears offers every ground connection type ranging from buses to limousines and is supported by approximately 900 vehicles and over 2,000 dedicated professionals.

“Our partnering with OnTouch™ Ground Connections is in keeping with our commitment to be the best service-oriented company in the hospitality industry,” said Karen Pitcherello, Director of Travel Industry Sales at Mears. “Enabling airline passengers to purchase tickets to our ground services during flight will help us exceed the airlines’ and our customers’ expectations significantly.”

## **Viator**

Viator is the world's leading online resource for travel experiences, providing access to more than 5,500 tours, attractions and activities in 450-plus destinations in 75 countries. OnTouch™ will be providing its customers with access to ground transportation services in countries across Europe and Asia Pacific directly from Viator's global mix of services

"GuestLogix provides us an excellent opportunity to easily expand our service to reach more airline passengers, especially those without pre-arranged pick up," said Barrie Seidenberg, President and CEO of Viator. "OnTouch™ Ground Connections provides us with unique and targeted distribution of our services to help meet the needs of global airlines and their passengers."

OnTouch™ Ground Connections is a core offering from OnTouch™, the new merchandising platform established by GuestLogix to leverage its substantial onboard transaction platform installed base with major global airlines. OnTouch™ includes a suite of travel-relevant products and services that help travelers get more of their trip, by making it as effortless as possible to access the things that make travel so infinitely rewarding. Airlines can mix and match products and services to provide unique customer value propositions, and drive deeper passenger engagement.

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. The solution is designed so that airlines and flight attendants can earn commissions on in-flight sales.

## **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.

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