



News Release

Days of overpriced international roaming charges are numbered!

GuestLogix and Forum Telecom sign agreement to easily enable airlines to offer a free phone with minutes packages for international travel

October 13, 2009 –TORONTO, ONT – GuestLogix, Inc. ([TSX-V: GXI](#)) and Forum Telecom Ltd, New York, NY today announced an agreement that will allow airline passengers to save on international roaming and long-distance charges when using a mobile phone in a foreign country. The service will soon be offered by airlines through GuestLogix latest merchandising program, *OnTouch™ Minutes On the Go*.

OnTouch™ Minutes On the Go is designed to serve international passengers with a convenient and money saving solution complete with phone and or SIM card with long-distance minutes. Customers can call from anywhere to anywhere for much less than typical out of country roaming charges. Travellers are provided a telephone number with each package or arrange to use their existing mobile phone number.

The new phone service is being made available through GuestLogix' OnTouch™ merchandising platform which is now being deployed on global carriers. Information about the phone package will be found in literature onboard and through announcements during flight. Passengers purchasing the service will receive a voucher with information on where to pick up the phone at the airport or how it will be shipped to their final destination, how to register with the network and how to top up mobile minutes for longer use.

“A minute on a personal mobile phone in London UK can sometimes cost \$5 when international roaming charges and taxes are included,” said Tom Douramakos, President and CEO, GuestLogix. “We’re eliminating those annoying charges forever and allowing airlines to participate in the savings through a new onboard revenue stream. This is yet another great opportunity for airlines to improve their bottom line while improving their customers’ travel experience.”

The basic package includes a 2-G style phone, a SIM card and minutes of anywhere talk time. Low cost minutes can be topped up automatically or manually via a website or call. SIM cards with minutes can also be purchased separately.

“We have successfully trialed our phone package offer with a major carrier and we’re looking forward to launching this service to the world’s leading airlines with GuestLogix and its expanding OnTouch merchandising platform,” said Russell Brown, Managing Director, Forum Telecom. “Together, we provide a clear value proposition for both airlines and passengers at a time when consumers are especially looking to reduce the cost of travel.”

OnTouch™ is the new merchandising platform developed by GuestLogix to leverage its substantial onboard retail transaction platform installed base with major global airlines. OnTouch™ includes a suite of travel-relevant products and services that help travellers 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 OnTouch™ products and services to provide unique customer value propositions, drive deeper passenger engagement, and produce new profitable revenues. For example, airlines will soon have the option to combine OnTouch™ Minutes On the Go with the soon to be released OnTouch™ Concierge Everywhere service in a unique web-enabled mobile phone offer with phone minutes, a data plan and a subscription to Concierge Everywhere which provides itinerary management and other destination-relevant offers.

About Forum Telecom

Forum Telecom, Inc. is a leading provider of cellular telephones and cellular phone servicing the travel and hospitality industry on a global basis. The company offers travelers convenience and cost efficient alternative to the use of their home market mobile phones with customized client solutions and wrap-around marketing programs.

About GuestLogix

GuestLogix (TSX-V: GXI) is the leading provider of onboard retail technology and solutions to the passenger travel industry. Through its industry standard onboard transaction processing engine, the Company provides carriers the tools to become successful onboard retailers and by way of its OnTouch™ merchandising platform it facilitates innovative products and services to enhance passenger experience and propel ancillary revenue growth. With a customer base comprising 9 of the top 11 global airlines GuestLogix maintains contracts to serve more than 35 per cent of the world airline passenger traffic via its proprietary platform based on the 2008 passenger data compiled by Air Transport Intelligence (ATI). Additional information on the Company can be found at guestlogix.com and ontouch.com.

- ### -

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.

© 2009 GuestLogix. All Rights Reserved. All other trademarks and trade names are the property of their respective owners.

Contact:

GuestLogix

Josef Zankowicz, VP Marketing & Communications
416-987-7057
josefz@guestlogix.com

Forum Telecom

Russell Brown, Managing Director
212-888-9350
rbrown@forumtel.com

Investors

Kristen Dickson or Dave Mason, The Equicom Group
416-815-0700 ext. 273 or ext. 237
kdickson@equicomgroup.com or dmason@equicomgroup.com

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.