



## News Release

### **GuestLogix and VEGAS.com sign exclusive agreement to offer tickets to Las Vegas shows and more through OnTouch™ Box Office**

**September 22, 2009 – GuestLogix User Group Conference Toronto 2009** – GuestLogix Inc., ([TSX-V: GXI](#)), the world's leading provider of onboard retail solutions to the airline industry, today announced that it has entered into a multi-year exclusive agreement with VEGAS.com to offer America's most popular destination's entertainment and tours through its recently launched OnTouch™ merchandising platform.

VEGAS.com's tickets will be sold through GuestLogix' OnTouch™ Box Office service, enabling carriers to capture new revenues by selling select tickets to events, tours, attractions and shows in-flight. Whether it's a top Las Vegas show or a helicopter ride through the Grand Canyon, passengers can conveniently purchase tickets to popular tours, venues and productions in-flight, instead of taking valuable time searching and buying tickets before departure or when in Las Vegas. Transactions are performed in-flight via credit or debit card using state-of-the art handheld point-of-service devices that print ticket vouchers. Passengers can also earn reward miles on in-flight ticket purchases.

"This agreement capitalizes on the simple, yet important trend that entertainment and tourist attractions are already key draws for major cities, like Las Vegas," says Tom Douramakos, President and CEO, GuestLogix. "Many airline passengers wait until after they have arrived at their destination to buy tickets. Now, with OnTouch™ Box Office, they have a convenient way to make those purchases onboard, where they typically have a lot of idle time available."

The OnTouch™ merchandising platform is powered by GuestLogix' market-leading onboard retail transaction engine, which is deployed across numerous major airlines around the world, such as American Airlines, Delta Air Lines, United Airlines, Southwest Airlines and British Airways. The service helps airlines share in the revenues generated by ticket sales, while allowing entertainment and tour providers to quickly reach substantial pre-disposed buyers.

"We are thrilled to partner with GuestLogix for this innovative way to save people time and get more out of their trip before they even touch down," says Howard Lefkowitz,

President and CEO of VEGAS.com. "Offering visitors the ability to purchase tickets to popular shows, tours and more during their flights to Las Vegas is beneficial not only for consumers, but also for airlines and our hospitality and entertainment partners."

At a time when the airline industry is forecasted by IATA to lose US \$11 billion in 2009, GuestLogix provides welcomed relief to operators while enhancing passenger experience to allow travellers to get more out of their trip. In a global study of more than 3,400 travellers by Ipsos SA, it was found that more than 50 per cent of today's passengers would buy entertainment and other tickets in-flight if the purchase was convenient enough. According to GuestLogix analysis, the total global market opportunity represented by entertainment and attractions ticketing for airlines could generate over US \$550 billion in sales when all passengers migrate to pre-booking such activities during flight.

"OnTouch's partnership with VEGAS.com enables airlines to generate new profits," says Chris Gardner, Managing Director of Global Onboard Merchandising at GuestLogix. "They can readily participate in the commissions provided by promoters and operators, as well as the advertising spend associated with entertainment and tours."

### **VEGAS.com**

VEGAS.com is the largest city destination travel website in the world with extensive, constantly updated information and a full range of travel products including hotel rooms, air-hotel packages, show tickets, tours and golf. Through its Casino Travel & Tours unit, the company operates retail and concierge desks at more than 70 locations including the Palms, Paris, Harrah's, Bally's, Mandalay Bay, Excalibur, New York-New York, Luxor and more. The company also offers a variety of excursions including city tours, the Hoover Dam and the Grand Canyon. VEGAS.com is a member of the Greenspun Family of Companies, privately owned and operating in Southern Nevada for more than 60 years.

### **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<sup>TM</sup> merchandising division it facilitates innovative products and services to enhance passenger experience and propel ancillary revenue growth. With a customer base comprising 9 of the top 10 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](http://guestlogix.com) and [ontouch.com](http://ontouch.com).

© 2009 GuestLogix. All Rights Reserved. GuestLogix, Mobile Virtual Store, and OnTouch are registered trademarks of GuestLogix Inc. All other trademarks and trade names are the property of their respective owners.

**Contact:**

**GuestLogix**

Josef Zankowicz, VP Marketing & Communications

461-987-7057

[josefz@guestlogix.com](mailto:josefz@guestlogix.com)

**VEGAS.com**

Pamela Johnston, Media Relations

212-629-8445

[pamela@pjinc.net](mailto:pamela@pjinc.net)

Kristen Dickson or Dave Mason, The Equicom Group

416-815-0700 ext. 273 or ext. 237

[kdickson@equicomgroup.com](mailto:kdickson@equicomgroup.com) or [dmason@equicomgroup.com](mailto:dmason@equicomgroup.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.

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.