



News Release

GuestLogix & TicketOps Partner to Sell Attraction Tickets On-Board North American Flights

“Sandwich, beer... and, would you like theme park tickets with that sir?” Airlines are seeking to grow non-ticket revenues to offset the high cost of fuel and attract passengers to buy more on-board. Two companies are positioning to launch an in-flight attraction, event and movie ticketing service to help operators achieve more profits while enhancing passengers’ experience. It’s a sign of change to come in the highly competitive travel sector.

TORONTO, CANADA - May 6, 2008 - GuestLogix Inc. ([TSX-V:GXI](#)), the leading provider of on-board retail systems to the airline industry, and TicketOps, a leading provider of eTicket and eCommerce solutions today announced an agreement to offer general admission attraction tickets to passengers on select North American flights, including those inbound from international locales. Tickets to tourist and local attractions, festivals, events and movies will soon be sold through GuestLogix’ Mobile Virtual Store™ service which now serves over 40 per cent of the top 20 global airlines.

Eric Windeler, President of TicketOps said, “We have hundreds of participating venues in Canada and the US using our eTicketing services. We’ll select the best of the best for this exclusive program. Inbound tourists to a dozen major cities will be looking for the must-see museums, galleries and sites like Niagara Falls, while business travelers returning home might want to take the family to a movie or theme park. GuestLogix provides an innovative approach, capturing focused passenger attention while on-board, and giving them something they want - great value on leisure activities when they arrive at their destination.”

Over time, the two companies will work closely to have something for everyone, at all major destinations. Summer 2008 will see a pilot program, testing ticketing offers with select North American carriers in Toronto and US destinations.

Brett Proud, EVP On-Board Retail Development at GuestLogix commented, “Our airline customers are eager to introduce new products and services to their flying patrons. We aim to develop new on-board retailing opportunities to help them realize more profitable revenues. TicketOps offers tickets to exciting attraction venues, which can be suitably packaged and sold on-board through our Mobile Virtual Store™ platform.”

The airline industry often operates amid fierce price competition on thin margins with high fixed costs, high labour and fuel costs. Fuel costs as a percentage of operating expenses have wreaked havoc on profitability recently. In 2007, fuel costs rose to nearly 30% of operating expenses, up from 14% in 2002. The International Air Transport Association recently revised industry profit estimates to US \$4.5 billion for 2008, down from its initial target of \$7.8 billion. With jet fuel prices still rising, airline operators

are looking to innovate with ancillary revenue options and on-board services to reverse the current trend of decreasing profitability.

About TicketOps

TicketOps, a privately held Canadian Corporation, is a North American leader in eCommerce, eTicketing and 'proof-of-purchase, proof-of-reward' software solutions. TicketOps' proprietary print-at-home eDirect™ software is used by attractions for their eCommerce, online fulfilment and marketing requirements. TicketOps is also an industry leader in internet-based 'channel partner solutions' used by national retail, loyalty and member-based programs. These programs give TicketOps clients direct access to significant untapped market segments for impressions and advance sales. For more information see www.ticket-ops.com or contact sales@ticket-ops.com.

About GuestLogix

GuestLogix is the leading provider of on-board retail technology and solutions to the passenger travel industry. Through its proprietary Mobile Virtual Store™ platform, the Company provides air, rail and ferry operators the tools to become successful on-board retailers, enhance service and drive ancillary revenue growth. With a customer base consisting of world leading airlines such as American Airlines, Delta Air Lines, Ryanair, Air Canada and Alaska Airlines, GuestLogix currently serves more than 600 million passenger trips annually. For additional information please visit www.guestlogix.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 April 23, 2008 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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