



## News Release

### **GuestLogix and TicketSwitch partner to boost airline revenues via in-flight destination offers to entertainment, events and attractions in over 56 countries**

**TORONTO, ONT - February 10, 2010** - GuestLogix, Inc. ([TSX-V: GXI](#)), the leading provider of onboard store technology to the airline industry, today announced that it has entered into an exclusive agreement with TicketSwitch and its affiliates to offer airlines the world's largest selection of entertainment events and venues to package and sell through GuestLogix' OnTouch™ Box Office, the Company's branded onboard entertainment merchandising service. Both companies are aiming to enhance airline onboard sales by making it easier than ever for carriers to grow ancillary revenues by using the GuestLogix Onboard Retail Solution™.

- **Airline ancillary revenues to experience major upside in 2010 with onboard entertainment and event ticket sales poised to fuel growth**  
A 2009 global study of 3,500 travelers conducted by Ipsos SA on behalf of GuestLogix found that nearly 60% of travelers would purchase entertainment and transportation tickets if it was convenient to purchase during flight. OnTouch™ Box Office addresses that opportunity. Airline industry analysts\* suggest that airline industry ancillary revenues could grow five-fold in 2010, from the more than USD \$10 billion in sales achieved in 2009. Onboard entertainment and event ticket sales are expected to be an important contributor to this expansion.
- **GuestLogix has the largest airline customer base with onboard retail technology to capitalize on the ancillary revenue trend**  
“Our growing base of airline customers is eager to drive new revenues with travel-relevant destination based offers from TicketSwitch and its affiliates,” said Mr. Tom Douramakos, President and CEO, GuestLogix. “This agreement significantly enhances our OnTouch™ Box Office portfolio to better support our customers’ varying domestic and international onboard travel merchandising requirements using our existing onboard retail technology.”

The firms will initiate their entertainment offerings through the GuestLogix retail platform with the availability of West End theatre shows onboard London-bound

flights. The launch will complement GuestLogix' current London-targeted offerings, such as Heathrow Express tickets, already live with a major U.S. airline.

- **TicketSwitch and The Seatem Group recognize GuestLogix as being the best channel to reach the most consumers who travel**  
“GuestLogix has the best launch pad into a unique onboard marketplace for TicketSwitch, as its retail platform manages the onboard stores of world’s leading airline brands that carry millions of travelers who would likely buy entertainment and event tickets on their trips,” said Mr. Michael Ural, Vice President, TicketSwitch. “Given the ancillary revenue growth trends in the airline industry GuestLogix provides the logical choice for us to tap into this important market.”
- **GuestLogix and TicketSwitch make it convenient for airlines to start selling on any route**  
The partnership significantly expands and positions OnTouch™ Box Office as the most complete in-flight merchandising channel for entertainment and events covering 256 cities throughout Europe, Scandinavia, North America, South America, South Africa, Australia and Asia. The broad selection enables airlines to promote tailored offers on any route to deliver a unique customer experience, strengthen their own brands, turn travelers into consumers and achieve incremental sales.
- **Carriers can dramatically reduce their time to market with new offers by using GuestLogix and OnTouch™**  
A growing number of leading airlines are deploying the OnTouch™ store concept because GuestLogix has proven onboard retail technology, ‘ready-made’ to market products and services, and an innovative OnTouch Rollout Methodology™ that helps airlines to get quickly started with destination-based travel relevant products and services. In the case of OnTouch™ Box Office airlines can readily accept credit cards, print receipts and vouchers along with targeted advertising to provide additional offers related to the entertainment or event purchased using the GuestLogix point-of-sale handhelds.

### **About TicketSwitch**

TicketSwitch develops and manages a software-based global distribution system for entertainment and event tickets, offering last seat availability and instant booking confirmation to customers around the world, in local language and local currency. The company’s access to ticket inventory offer customers tickets to over 5000 different events, direct from suppliers. Based in London UK, TicketSwitch is part of the Seatem Group, a global company dedicated to sourcing, managing and distributing tickets of admission. For more information please visit [www.ticketswitch.com](http://www.ticketswitch.com) and [www.seatem.com](http://www.seatem.com).

## **About GuestLogix**

GuestLogix is the world's leading provider of onboard store technology which helps airlines build and manage onboard retail operations tailored to their needs and their passengers. Serving 35% of the global airline passenger traffic, GuestLogix has become a trusted partner to airlines around the world. The Company is headquartered in Toronto, Canada and maintains sales and support facilities in the US, UK, Singapore, and S. Korea. GuestLogix is publicly traded in Toronto (Symbol: GXI.V). For more information please visit [www.guestlogix.com](http://www.guestlogix.com).

## **About OnTouch**

OnTouch is GuestLogix' branded onboard store design and methodology that helps airlines create and control a branded onboard consumer marketplace through the sale of destination-based travel relevant products and services. OnTouch allows carriers to get started quickly with new onboard sales to passengers in-flight and elsewhere and enables content providers to easily reach a critical mass of travel consumers who are seeking to get more out of their trip. For more information please visit [www.ontouch.com](http://www.ontouch.com).

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\* Source: Centre for Asia Pacific Aviation, January 2010

## **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 October 15, 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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