



News Release

GuestLogix partners with the UK's 'Travel Buddy' to offer innovative destination-based services via its onboard retail transaction platform

August 4, 2009 — TORONTO, ON — GuestLogix Inc. (TSX-V: GXI), the world's leading provider of onboard retail solutions to the passenger travel industry, today announced a strategic partnership with Mobiletrails Limited, UK's leading provider of interactive travel guide and information services for mobile phone users. GuestLogix will integrate Mobiletrails' 'Travel Buddy' technology with its popular onboard retail transaction platform, enabling its airline partners to provide a new service to in-flight passengers. The addition of Travel Buddy to GuestLogix retail technology will underpin a new OnTouch™ initiative that the Company will announce soon.

Mobiletrails offers a unique, interactive travel expert, known as Travel Buddy™ via the passenger's mobile phone. It provides travellers with local information specific to their destination. Those who register for the Travel Buddy service receive destination-related information regarding events, attractions, and other offers, via text messages and mobile internet. Once the integration is complete, this capability will be available onboard exclusively via GuestLogix' retailing platform.

"Travel Buddy provides a convenient and easy to use technology that, once integrated with our platform, will enable our airline partners to offer another service onboard that further enhances their passengers' travel experience," said Tom Douramakos, President and CEO, GuestLogix. "We believe that integrating with Travel Buddy can create long-term growth opportunities for GXI, as we become even more connected to the travelling public. We look forward to introducing this capability to our airline customers soon."

"Our Travel Buddy service was developed in concert with the UK travel industry and tested with one of Europe's largest integrated travel companies," said Adam Winterflood, President and CEO, Mobiletrails. "We are excited to be working with GuestLogix to provide additional new onboard services, and are looking forward to expanding our reach to the more than one billion passenger trips annually that will soon be supported by the GuestLogix platform."

Under the terms of the GuestLogix and Mobiletrails partnership, the two companies have entered into a revenue share agreement, details of which have not been disclosed. With a well established and sizable customer footprint (824 million passenger trips under agreement) GuestLogix has heightened its focus on its onboard merchandising

service, OnTouch™. The Company's partnership with Mobiletrails is further evidence that OnTouch is gaining momentum.

OnTouch Ground Connections and Shopping & More services are already deployed on a test basis with a major US carrier. While it is too early to provide any specific statistics, GuestLogix is encouraged by the initial sales results and signs of passenger acceptance and adoption. GuestLogix is also in discussion with most other US airlines about implementing OnTouch, and the Company believes that the Christmas buying season will provide a great opportunity to prove out the benefits of its onboard merchandising service.

About Mobiletrails

Based in the UK, Mobiletrails provides location-based mobile services to business and consumer travellers throughout the UK and Europe. Launched in 2006, its Travel Buddy product uses text messaging and people experts to enable the travel industry to differentiate services and generate ancillary revenues through better communications with their customers. More information about the company and its services can be found at travelbuddy.co.uk.

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 and 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.

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.