



News Release

GuestLogix onboard retail technology selected by UK's TUI Ski for use on resort buses

Deployment allows TUI Travel airline patrons to purchase lift tickets and more while enroute by bus to their favourite ski resorts

November 3, 2009 – TORONTO, ONT – GuestLogix, Inc. ([TSX-V: GXI](#)), the leading provider of onboard retail solutions to the passenger travel industry, today announced that TUI Ski, a ski vacation packager within TUI Travel PLC, has selected its popular onboard point-of-sale (POS) and retail technology platform for use by TUI Travel airline patrons who require buses to complete their journey to over 120 ski destinations throughout Europe and North America. Deployment is expected to be completed in early December in time for the 2009 ski season.

Travellers spend significant 'captive time' during flight and that typically continues as they transfer from airports to their final destinations. This provides travel operators with additional opportunities to market destination-based products and services to their travelling customers. Up until recently, operators have had little opportunity to monetize these additional travel touch-points. GuestLogix onboard retail technology and merchandising platform allow operators to introduce new, destination-based products and services using any form of payment including credit and debit cards.

Matthew Prior, Managing Director at TUI Ski comments: "We are pleased to have selected GuestLogix as our new partner. The introduction of their onboard retail technology will provide us with additional opportunities to market destination-based products and services to our customers during the transfer from airports to their final destinations, providing a personalised service tailored to our customers' needs."

TUI Travel PLC is a leading international leisure travel group which operates in approximately 180 countries worldwide and serves more than 30 million customers in over 25 source markets. Under the multi-year agreement, TUI Ski will use the GuestLogix platform to sell ski packages, lift passes, ski instruction, equipment rental, après ski socials, and child care services. Approximately 1,000 ski resort representatives will be trained on the GuestLogix system to let TUI Ski customers conveniently use credit and debit cards to make their purchases once onboard the bus. The new service aims to

reduce the amount of time consumed by resort line-ups because the basic ski purchases can be completed before arrival. The solution also provides TUI Ski with an end-to-end PCI-compliant transaction processing platform that will help increase credit/debit card sales at a lower cost per transaction.

“We are delighted to be working with travel specialist TUI Ski,” said Tom Douramakos, President and CEO, GuestLogix. “This deployment illustrates the extension of our technology platform beyond onboard airlines to other important travel touch-points. The potential to help operators monetize all travel touch-points with their customers is a very significant ancillary revenue opportunity. With GuestLogix, the travel to the final destination continues with increasing convenience so that travellers can get more out of their trip.”

The TUI Ski brand encompasses Thomson Ski & Snowboarding, Crystal Ski, First Choice Ski, Crystal Finest, and flexiski. During the 2008/09 ski season the vacation group served passengers on buses to resorts in Austria, Andorra, Bulgaria, France, Italy, Slovenia, Spain, Switzerland, USA and Canada. The ski season typically lasts 18 weeks.

About TUI Travel

Headquartered in Crawley, near Gatwick airport in the UK, TUI Travel PLC employs approximately 50,000 people and operates a pan-European airline consisting of over 150 aircraft. The company mainly serves the leisure travel customer and is organised and managed through four business sectors: Mainstream, Specialist & Emerging Markets, Activity and Accommodation & Destinations. In the financial year ended 30 September 2008 TUI Travel had revenues of £13.9bn and an underlying profit before tax of £320m. For more information please visit <http://www.tuitravelplc.com>.

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 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 nine 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). To date in 2009, GuestLogix has been named one of Canada's Top 100 fastest growing companies by Profit Magazine, one of Canada's Top 100 technology companies according to Canadian Business Magazine, and the Company ranked as one of Deloitte's 50 fastest growing Canadian technology companies. Additional information on GuestLogix 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 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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