



News Release

Heathrow Express signs deal with GuestLogix; First to offer transfer vouchers on-board to New York airline passengers landing in London, UK

April 8, 2009 - TORONTO, ON - Heathrow Express and GuestLogix Inc., ([TSX-V: GXI](#)), the world's leading provider of on-board retail solutions to the airline industry, today announced an agreement to offer US passengers the convenience of non-stop train travel to downtown London upon their arrival to London Heathrow International, the world's third busiest airport.

Heathrow Express train tickets will soon be sold using the popular GuestLogix Mobile Virtual Store™ retail platform which is deployed or is being implemented by leading carriers representing over 90% of the passenger trips taken annually in North America. The initial rollout will be with a global carrier on all flights originating from New York City.

“We’re delighted to be working with GuestLogix to introduce Heathrow Express to the US airline industry,” said Diane Burke, Head of Sales and Marketing for Airport Express Alliance. “GuestLogix provides us the most convenient and efficient platform to reach most of the US airline passenger traffic to London.”

Market research indicates airline travelers are ready to purchase tickets to events, entertainment, and airport transfers, if the on-board buying experience was convenient and made good use of their time. GuestLogix estimates that airlines can generate at least \$20 billion in additional ancillary revenue annually within the next few years through innovative on-board retail initiatives, as represented by today’s announcement.

“Our signing with Airport Express Alliance keeps us on plan to leverage our growing airline retail footprint,” said Tom Douramakos, President and CEO of GuestLogix. “Heathrow Express tickets provide our airline customers an instant opportunity to grow new profitable revenues while improving the travel experience for their passengers. They can accomplish this without having to carry any physical inventory.”

The GuestLogix Mobile Virtual Store™ platform is acknowledged as the de facto standard in on-board retailing by the airline industry. Its state-of-the-art POS handheld and software services allow for batch and real-time credit and debit card processing as well as cash handling, inventory and promotions management, supply chain and fulfillment management. With the addition of merchandising options through its In-Flight Box Office™ merchandising service, the Company is now able to offer destination-based products and services spanning theatre tickets to Broadway

productions, theme park and attraction passes, catalog shopping with delivery, and now, convenient airport transfers.

About Heathrow Express

Heathrow Express is the fastest, most stylish and hassle-free way to get to and from Heathrow Airport. With no traffic jams, taxi queues or stops to worry about, travel to downtown London takes just 15 minutes - every 15 minutes.

About GuestLogix

GuestLogix is the leading provider of on-board retail technology and solutions to the passenger travel industry. Through its de facto standard Mobile Virtual Store™ platform, the Company provides operators the tools and products to become successful on-board retailers, enhance service and drive ancillary revenue growth. With a customer base comprising seven of the top 10 global airlines the Company maintains agreements to serve nearly 30 per cent of the world airline passenger traffic through its technology platform. Additional information about the Company can be found at guestlogix.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 30, 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.

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.