



News Release

GuestLogix Launches OnTouch™ Global Onboard Merchandising Service to Propel Airline Ancillary Sales via New Onboard Experience

OnTouch™ to be rolled out via GuestLogix' onboard transaction platform, which will soon serve over one billion passenger trips annually

June 3, 2009 — TORONTO, ON — GuestLogix Inc. ([TSX-V: GXI](#)), the world's leading provider of onboard retail solutions to the passenger travel industry, today launched its new global merchandising service, OnTouch™. GuestLogix' new service brings the world's leading brands and airlines together to offer convenient tickets, shopping and more onboard, delivering a new experience in air travel, while also driving new profitable revenues for airlines and additional income for flight attendants. Powered by GuestLogix' popular Mobile Virtual Store™ onboard transaction platform, OnTouch™ enables in-flight merchandising, free of inventory hassles and the associated fuel consumption costs. OnTouch™ is now live with several of its services available on a leading global carrier.

OnTouch™ is designed to help passengers get more out of their trip, by making it as effortless as possible to access the things that make travel so infinitely rewarding. Airlines can 'mix and match' five programs that offer unique customer value propositions, and drive deeper passenger engagement:

1. **OnTouch™ Box Office** – In-flight offerings of theatre, concert, theme park and attractions tickets purchased in the air;
2. **OnTouch™ Ground Connections** – In-flight offerings of airport transfers via taxi, bus, train, limo and more for a destination city;
3. **OnTouch™ Shopping & More** – In-flight catalogue sales with home and/or destination delivery in a variety of product categories;
4. **OnTouch™ Minutes on the Go** – In-flight offerings of prepaid phone cards, phone top-ups, rentals, and web connections; and
5. **OnTouch™ Concierge Everywhere** – Personal itinerary management and destination-based travel updates and offers via mobile SMS and email.

“We are thrilled to have OnTouch™ ready for immediate implementation by our airline customers,” said Tom Douramakos, GuestLogix President and CEO. “We’ve designed OnTouch™ with our airline customers’ needs in mind, to allow them to offer unique products and services that can be customized to meet their specific marketing requirements, realize the full potential of their brand, and all the while building a profitable and loyal relationship with their passengers.”

Nearly two years in development, GuestLogix worked with Canada’s Cossette Communications Group (TSX: KOS) to coordinate global market research and branding for OnTouch™. Research confirmed that at least 50% of the world’s airline passengers would purchase the services provided through OnTouch™ if the onboard experience was convenient, made good use of their time, and made them feel privileged. OnTouch™ is designed to help airlines extend their revenue reach without requiring operators to carry or manage physical inventory.

OnTouch™ will have global appeal and will take into consideration each key focus city that GuestLogix’ airline customers serve. With the GuestLogix onboard transaction platform currently contracted to serve over 90% of the North American passenger trips and 50% of the European trips, OnTouch™ is extraordinarily positioned to become the de facto standard in-flight merchandising program in the industry. For branded product and service suppliers, OnTouch™ provides the most cost effective and rewarding distribution channel that reaches the largest community of buyers in the world. The combination of the GuestLogix onboard transaction and merchandising platforms provides, for the first time in the industry, airlines and merchandisers with the capability to quickly create onboard stores to serve these affluent customers.

Managing Director of Global Onboard Merchandising for GuestLogix, Chris Gardner said, “We’re aiming to have OnTouch™ services address the 50 busiest airport cities in the world. Offerings in New York City, Las Vegas, Orlando, Toronto, London, Paris, Singapore, Hong Kong and other major cities have already garnered the ovation of airline partners, product and service providers and industry experts. “With a customer footprint like ours, we knew that our program had to be extensive at the outset, and the response to-date from our airline customers has been overwhelming.”

About GuestLogix and OnTouch™

GuestLogix is the leading provider of onboard retail technology and solutions to the passenger travel industry. Through its de facto standard Mobile Virtual Store™ [onboard transaction](#) platform, the Company provides carriers the tools and products to become successful onboard retailers, enhance service and drive ancillary revenue growth. With a customer base comprising seven of the top 10 global airlines the Company 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.

OnTouch™, GuestLogix’ global merchandising platform, represents the quickest and most profitable route for partners to create onboard stores and deliver offers to the world’s largest community of passengers. The world’s leading airline brands are

adopting OnTouch™ to take advantage of the numerous ancillary revenue opportunities with products and services that consumers need and desire during travel. Additional information about the new merchandising service can be found at 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 April 23, 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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