



News Release

GuestLogix to offer airline passengers US theme park and attraction tickets via In-Flight Box Office™

February 26, 2009 - TORONTO, ON - GuestLogix Inc. ([TSX-V: GXI](#)), the world's leading provider of on-board retail solutions to the airline industry, today announced that it signed an agreement with a major US theme park operator to market and sell tickets to theme parks and attractions through its In-Flight Box Office™ service on-board participating airlines that operate flights within the United States.

“We are excited to be working with a major US brand in theme parks and our airline customer network to continue to build a new on-board retail experience,” said Tom Douramakos, GuestLogix President and CEO. “Offering a wider selection of goods for sale on-board, through our In-Flight Box Office™, creates new profitable ancillary revenue opportunities for airlines. In addition, it positions us to increase the number of transactions processed through our Mobile Virtual Store™ and grow our revenue per transaction.”

Recent market research undertaken by Cossette Communications Group ([TSX: KOS](#)) for GuestLogix reveals that approximately half of US travelers would purchase tickets to events and entertainment if the on-board buying experience was convenient and made good use of their time. The In-Flight Box Office™ service allows airlines to capitalize on travelers' idle time and impulse buying by conveniently offering tickets that can be purchased through the GuestLogix Mobile Virtual Store™ retail platform with or without real-time communication to the ground. In-flight entertainment system providers can also integrate with In-Flight Box Office™ to provide a comprehensive entertainment package for passengers.

“Our agreement allows us to effectively market attractions on-board US airlines carrying affluent consumers at a time when theme park operators are looking for new channels to grow traffic,” added Douramakos. “Park visitors often purchase tickets to attractions at the gate. By selling tickets on-board flights, we offer travelers another convenient way to purchase tickets so they can immediately start their vacations upon arrival.”

About In-Flight Box Office

In-Flight Box Office™ is the world's first ticketing service developed exclusively to serve airlines and their passengers. Airline customers can enjoy preferred status and first time ticket offers and carriers can earn commissions on ticket sales during flight or any time a purchase is made through the In-Flight Box Office™ ticket store. In-Flight Box Office™ is powered by GuestLogix, the developers of the Mobile Virtual Store™ technology platform that enables on-board retailing by airlines. Additional information about In-Flight Box Office™ can be found at in-flightboxoffice.com.

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.

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.

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