

News Release

JETERA and GuestLogix launch OnTouch™ Ads, Powered by JETERA™ onboard Spirit Airlines

DANBURY, CT – April 13, 2010 – JETERA Inc. (“JETERA”), the leading provider of targeted ads to travelers using its Precision Ad Network, and partner GuestLogix (GXIT), the leading provider of onboard store technology to airlines, today announced that Spirit Airlines, the largest ultra low-cost carrier in the United States, Latin America and the Caribbean, has agreed to deploy targeted advertising using GuestLogix’ OnTouch™ Ads, Powered by JETERA™. This innovative advertising channel consists of destination-based, targeted ads printed dynamically and prominently on the front of receipts, and pre-printed branding ads on the back of receipts, whenever a Spirit passenger makes a purchase onboard.

Cenith Wheeler, Senior Manager Onboard Products at Spirit stated, “We are very excited with the new ancillary revenue that can be generated with OnTouch™ Ads, Powered by JETERA™. Since we already have the GuestLogix onboard retail technology deployed across our fleet, the opportunity to turn receipts into dynamic publishing space fits perfectly with our goals of growing non-ticket revenue at zero cost to our airline while adding customer value that will lead to a fulfilling travel experience.”

Every front ad can be designed to be measured for effectiveness to demonstrate the media’s true marketing value to advertisers and brands, while the back of the receipt branding ads provide significant exposure to a very affluent audience.

JETERA CEO & President, Jeff McChesney summed it up, “Spirit’s deployment of OnTouch™ Ads, Powered by JETERA™ heralds a new opportunity to give passengers valuable offers and discounts while en route to their destination, so they can be immediately utilized. Our targeted advertising solution demonstrates the marketing mantra to deliver the right message, to the right person, at the right time. Because we can dynamically target and deliver these ads and offers directly into the hands of inbound passengers, they will receive more value while traveling and will attribute that directly to flying on Spirit Airlines. With our Precision Advertising Network we will enable many new advertising products and services that can be generated for destination brands thereby continuing to enhance each passenger’s experience.”

OnTouch™ Ads, Powered by JETERA™ will be delivering targeted ads on Spirit’s flights into their most popular destinations in the U.S., starting with New York City this year. Shortly thereafter, JETERA and GuestLogix plan to deploy rapidly onboard Spirit’s flights into Las Vegas, Miami/Ft Lauderdale, Orlando, Chicago, Los Angeles, Atlanta and Washington DC. Based on 2010 results and market demand, expansion into the Caribbean and South America will be evaluated for 2011.

Tom Douramakos, President and CEO, GuestLogix, stated, “OnTouch™ Ads, Powered by JETERA™ turns everyday printed receipts produced onboard into profit for airlines. Our turnkey solution with JETERA allows Spirit to continue doing what they do best, providing ultra low-cost value to their passengers, while monetizing a valuable touch point with their customer.”



About Spirit Airlines

Spirit Airlines (www.spiritair.com) is the largest Ultra Low Cost Carrier (ULCC) in the United States, Latin America and the Caribbean. As the unbundling leader in the industry, Spirit allows consumers the option of paying only for the features they value without subsidizing the choices of others. Its all-Airbus fleet, the youngest in the Americas, flies more than 150 daily flights to 40 destinations. The company is based in South Florida.

About JETERA

JETERA has developed a patent-pending method for advertisers to deliver 1-to-1 direct marketing, finally connecting individual travelers with offers that are personalized to their interests, and perfectly timed with their itinerary. Offers can be delivered through multiple points during each individual's travel experience, including direct mail, email, mobile phones, kiosks, interactive seatback screens and point-of-sale devices. Founded in 2007, the company is majority owned by Venture Capital & Consulting Group LLC. For more information visit www.jetera.com.

About GuestLogix

GuestLogix is the world's leading provider of onboard store technology which helps airlines build and manage onboard retail operations tailored to their needs and their passengers. Serving 35% of the global airline passenger traffic, GuestLogix has become a trusted partner to airlines around the world. The Company is headquartered in Toronto, Canada and maintains sales and support facilities in the US, UK, Singapore, and S. Korea. GuestLogix is publicly traded in Toronto (Symbol: GXI.T). For more information visit www.guestlogix.com.

© 2010 JETERA. JETERA is the trademark for Jetera, Inc. All Rights Reserved. All other trademarks and trade names are the property of their respective owners.

Contact:

JETERA

Jeff McChesney, CEO & President
203-434-5866
jmccchesney@jetera.com

GuestLogix

Josef Zankowicz, VP Marketing & Communications
416-987-7057
josefz@guestlogix.com

Spirit Airlines

Misty Pinson
Misty.pinson@spiritair.com
954-918-9432