

On-Board Retail Sales Are Taking Off

GuestLogix Partners Can Participate in the Greatest Channel Ever Created!

**GUESTLOGIX PROVIDES THE ONLY MOBILE SELLING PLATFORM
TO ACCESS MORE THAN 3 BILLION PASSENGER TRIPS YEARLY**

AIRLINE OPERATING ECONOMICS HAVE CHANGED

Commercial airline operators recognize that non-ticket revenues are playing a greater role in their day-to-day operations and profitability. Rapidly rising fuel prices and commoditized fares are forcing them into on-board selling to achieve profitable revenues. With hundreds of millions in on-board retail sales already being realized operators are aggressively seeking providers like you to enable them to offer more saleable products and services to their captive audiences.

World's Most Popular Retail Platform in the Sky

The GuestLogix Mobile Virtual Store™ serves more than 600 million passenger trips today. Three out of the top five global carriers rely on GuestLogix daily to serve customers on-board. GuestLogix has an immediate ready-made channel for content and service providers involved with in-flight entertainment, duty-free sales, business services, destination-based products and services.

The GuestLogix Mobile Virtual Store™ selling platform can seamlessly incorporate products, services and promotional offers in the following ancillary revenue categories and more:

Pre-boarding at Gate/Check-in

- Discount food and beverage vouchers for on-board
- Travel insurance

Travel Tickets

- Rail tickets
- Bus tickets
- Taxi vouchers
- Car rentals
- Hotel rooms

Entertainment Tickets

- Amusement park tickets
- Theatre tickets
- Concert tickets
- Golf course tickets
- Ski lift passes
- Sports events tickets
- Museums and attraction tickets
- Meal and restaurant vouchers (city centre)
- City tours

Other Services Offered In-flight

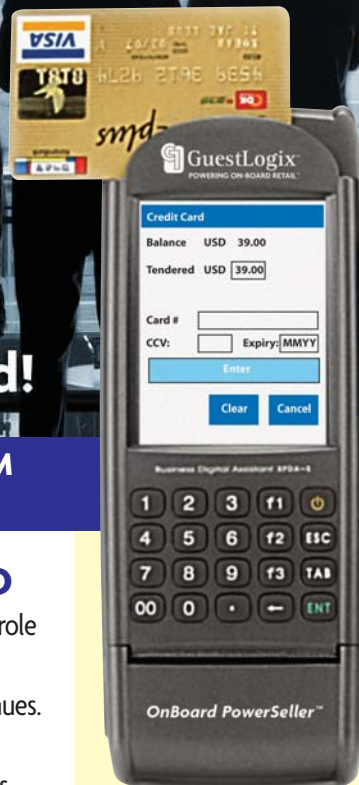
- Airport parking discount vouchers
- Currency exchange
- Cash back on credit card
- Electronic lucky dip bingo gambling
- Airline gift vouchers

Catalog Sales

- Buy as you Fly items
- Additional duty free items
- Catalogs of famous destination retailers
- Origin & destination delivery

Physical Items

- Phone cards
- Scratch cards
- Additional phone minutes for mobile phones
- Disposable mobile phones
- Mobile phone battery chargers
- Computer games
- DVDs
- Game consoles
- Premium headsets
- Tour books/maps
- Language books
- Pillows and blankets



The GuestLogix Mobile Virtual Store™ POS interface can be deployed on wireless handhelds, seatback screens, even passengers' devices.

Enormous Opportunity

Experts predict that 20% of profits, in the airline sector alone, will be generated through on-board retail sales in the future. Take advantage of this enormous opportunity today by leveraging the most sought after selling platform from GuestLogix.

GuestLogix Can Help You:

- increase sales 20-30% by facilitating on-board cash (in any currency), credit card, debit card, loyalty card, stored value card and coupon sale transactions;
- quickly fine tune your offerings with its sales performance analysis; and,
- design and deploy content/product promotions and incentives to increase your on-board sales with its merchandising management support.

Get On-Board with GuestLogix!

Contact Brett Proud,
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Will that be
cash, credit or
debit, Sir?

Can I use
my Loyalty
Card?

For More Information Please Visit www.guestlogix.com

THE MOBILE VIRTUAL STORE™ SELLING PLATFORM FROM GUESTLOGIX

GuestLogix has developed a unique selling platform for passenger retail operations with complete end-to-end capabilities – forecasting sales demand, managing the supply chain, tracking on-board sales and inventory levels, and handling payment processes of any type. The platform is provisioned as a web service and can be easily configured to meet ever-changing marketing and business requirements of airline operators. GuestLogix' partnership with LSG Sky Chefs, the world's largest logistics provider to the passenger travel industry, further ensures your products are delivered when needed.

On-board retail has explosive Internet-like growth potential. The next level of expansion in on-board selling will be achieved through the personalization and contextualization of products and services – a retail concept that GuestLogix calls *Passenger-Centric Merchandising*. The GuestLogix Mobile Virtual Store™ provides airlines and their providers with the unique ability to serve an 'audience of one', while building brand and customer loyalty. With GuestLogix, content and service providers can participate in the retail industry's most untapped valuable asset, the shelf space in the air and beyond.

Through its on-board sales analytics, pattern recognition and workflow management capabilities, the GuestLogix platform allows airline operators to optimize the sell-through of your content and services by answering questions quickly, such as:

- What's the right product mix?
- Where's the optimum between customization and quality consistency?
- How much will consumers spend on a one trip?
- How much will they spend on pre and post flight activities?

GuestLogix Can Help You Gain a Competitive Advantage and Complete Your Offering Today!

Hardware Vendors

- Provide a software technology platform to simplify the addition of new content
- PCI Compliance for accepting and processing Credit and Debit Cards
- Provide an unlimited shelf space for Content Providers and Product Vendors
- Integrate seatback solutions with mobile handheld devices to extend hardware offering

Communication Providers

- Easily integrate any on-board communication protocol to increase usage

Content Providers / Product Vendors

- Provide a ready-made on-board retail platform to simplify the addition of new content and new products
- Easily record, track and reconcile sales to ensure the timely collection of royalties
- Provide on-board sales performance analytics to improve merchandising



The Mobile Virtual Store™ Selling Platform



About GuestLogix

GuestLogix is the leading provider of on-board retail technology and solutions to the airline industry. The world's leading brands, including American Airlines, Ryanair, Delta, Air Canada, and Alaska Airlines, rely on GuestLogix to serve customers daily. GuestLogix is publicly traded on the TSX Venture Exchange (Symbol "GXI").

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