

An Introduction to e-Rewards



About e-Rewards® Market Research



- e-Rewards® Market Research was founded in 1999
- Headquartered in Dallas, Texas with its European operation based in London
- Almost 300 employees
- The **first "by-invitation-only"** online sample provider
- Consumer Panel with **over 5 million members**
- Business Panel with **over 2 million members**
- Typical survey response rates of:
 - **15 - 20%** for general population
 - **20 – 30%** for targeted sample
 - **65 – 75%** for pre-screened sample
- Approximately **90% Member Retention rate** since inception

Why Consumers Join e-Rewards ... Rewards for Their Time and Opinions

e-Rewards is a unique “By Invitation Only” programme that rewards people for participating in online market research surveys



Significant Rewards for Time

Members earn e-Rewards currency for sharing their time and opinions by responding to market research surveys. Depending on survey length and subject, members can earn up to \$25 e-Rewards currency or equivalent EuroReward Points for answering a survey.

High Degree of Control

Members can control the number of survey invitations they receive to help ensure their satisfaction with the programme. All survey invitations are pre-screened to match their demographics, life circumstances and self-reported interests.

A Trusted and Safe Programme

Invited by trusted brands; panelists enjoy a consumer friendly privacy policy that allows them data control.

Choice of Redemption Rewards

Members redeem the e-Rewards currency for reward items provided by e-Rewards Sponsors and Reward Partners.

Marketing Partners, known as Sponsors, Invite their e-Mailable Customers to Join the Panel and Earn Reward Currency

Currently, several of the major US and EU airlines are Sponsors

In the next 90 days several additional North American and EU Sponsor airlines will be announced



Significant Benefits For Sponsor Airlines and FFPs

A Significant New Revenue Source - Participation in e-Rewards represents a significant new source of revenue for Sponsor Airlines that requires minimal time or resources, and no cash cost. Sponsor airlines generate a dependable ancillary revenue stream through:

- Frequent flyer miles/points purchased by e-Rewards for member acquisition and activation
- Frequent flyer miles/points purchased by e-Rewards for member rewards

Increased Member Satisfaction For Frequent Flyers – By inviting Frequent Flyers to join e-Rewards, they gain a new, free way to earn miles/points:

- While there are numerous ways for Frequent Flyers to earn additional miles/points via partner offers / programmes, virtually all of them require the customer to spend money. e-Rewards members earn rewards simply for their time.

Use of a Valuable Market Research Service - As a Sponsor of e-Rewards, Sponsor Airlines have preferred access to the e-Rewards research panel to augment their own internal market research capabilities.



A New Revenue Stream for Airlines

What is e-Miles?

*A unique
online advertising concept
that rewards consumers
with airline miles or points
for the time they spend
reading, viewing, and responding
to marketing messages*



A Brief Introduction

- Globally, internet advertising is the fastest growing sector of the advertising industry, surpassing spend in many parts of traditional advertising.
- Launched in 2007, e-Miles is a web-based online advertising channel that rewards its members with airline miles or points for the time they spend reading and reacting to commercial messages.
- Partnering with some of the world's leading airlines, e-Miles purchases miles or points from airlines to offer as its reward currency.
- During the first six months, nearly 1 million U.S. members joined due to e-mail invitations sent by Continental, Delta, Northwest and US Airways.
- e-Miles has become a significant new source of mileage sales for our existing partners.
- Five major EU airlines have signed on for a 3Q08 launch of e-Miles in the EU.
- Based on our success in the US, e-Miles plans to launch in Asia and Latin America by the end of 2008 or first half of 2009.

Partnering with Leading Airlines

Our launch sponsors have several of the world's largest frequent flyer bases.



Finding Out About Benefits to Your Airline

Both e-Miles and e-Rewards represent new revenue streams for the sale of miles or points by an airline's Frequent Flyer Program.

Based on the success with current airline partners and the growing market for on-line advertising and on-line research, e-Miles and e-Rewards can become significant purchasers of miles or points.

To learn more about e-Miles and e-Rewards, and find out how your airline can generate significant financial benefits from a partnership, please contact:

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