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IdeaWorks Reports: Rating Budget Hotel Credit Cards, and Comparing AirTran and Midwest on Reward Payback

*IdeaWorks rates the Choice Privileges Visa card as offering the largest payback,
and AirTran A+ Rewards as the fastest way to a free reward ticket.*

July 25, 2007, Shorewood, Wisconsin. IdeaWorks has released two reports of interest to frequent travelers be they airline passengers or hotel guests. Budget hotel travelers will find the report on best budget hotel credit cards to be a helpful guide when choosing a card offering the quickest path to a free room night. Airline travelers in the Midwest, especially those impacted by the potential acquisition of Midwest Airlines by AirTran Airways, can learn which program provides the fastest route to a free reward ticket. The following two reports were issued today as Industry Analysis:

- **Choice Privileges Visa Card from Choice Hotels Offers the Largest Payback Among Leading Budget Hotel Companies** (8 pages)
- **AirTran A+ Rewards Members Earn Free Tickets More Quickly than Members of the Midwest Miles Frequent Flier Program** (5 pages)

The full reports are available at the IdeaWorks web site: <http://www.ideaworkscompany.com>

IdeaWorks also announces the future release of separate reports on the subjects of airline branding and ancillary revenue. These reports will be issued in association with two airline industry conferences in which Jay Sorensen, president of IdeaWorks, will participate as a moderator. Mr. Sorensen will lead a panel of airline executives on the topic of branding during the World Low Cost Airlines Congress (organized by Terrapinn) held in London on September 18/19, 2007. He has also been chosen as conference chairperson of the first ever Ancillary Revenue Airline Conference (ARAC 2007) to be held in Frankfurt on November 14/15, 2007. The reports will be issued during the month preceding each event.

About IdeaWorks: IdeaWorks was founded in 1996 as a consulting organization building brands through innovation in product, partnership and marketing and, building profits through financial improvement and restructuring. Its international client list includes the hotel, airline, marine, railroad, consumer products and health care sectors. IdeaWorks specializes in brand development, customer service improvement, customer research, competitive analysis, creating partner marketing strategies, cost reduction programs and business restructuring. Learn more at IdeaWorksCompany.com.

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