



Press Release

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Five U.S. Airlines Now Offer No-Annual-Fee Mileage Credit Cards

*Co-branded card offers from American, Delta and United are not easily found
and are not promoted alongside their fee-based credit cards.*

August 25, 2004, Shorewood, WI. The ever-competitive airline industry is finally acknowledging the pressures of the credit card marketplace with American, Delta and United now offering no-annual-fee cards to meet the growing demands of fee-adverse consumers. However, these cards are only available upon request - - and are not promoted at the airline web sites. Additional no-annual-fee credit cards are also offered by Frontier and Midwest. These findings are based upon a review by the IdeaWorks Company of the no-annual-fee credit cards associated with the frequent flyer programs of 18 U.S. based airlines.

“No-Annual-Fee Credit Cards in the Airline Industry” was released today as a 5-page industry analysis. Airlines included in the survey are: AirTran, Alaska, Aloha, America West, American, ATA, Continental, Delta, Frontier, Hawaiian, Independence Air, jetBlue, Midwest, Northwest, Southwest, Spirit, United and US Airways.

The industry analysis includes an overview of co-branded credit cards and a description of how these programs operate. Financial information is included using the co-branded credit card programs of American and Frontier as examples. Where-to-apply information is provided for all of the no-annual fee credit cards to include the hidden offers made by the major airlines.

The complete 5 page Industry Analysis is available online at the IdeaWorks Company web site:
<http://www.ideaworkscompany.com/news/>

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. IdeaWorks brings value as a consultant by researching the expectations of the customer, learning from the wisdom of the client organization and applying innovative ideas to create solutions for clients and consumers.