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United Airlines Shutdown Could Also Ground its Mileage Plus Frequent Flier Program

United Loyalty Services, operator of Mileage Plus, generated revenues of \$822 million during 2004.

May 18, 2005, Shorewood, Wisconsin, USA. IdeaWorks recently completed analysis on the impact an employee strike would have on the United Airlines Mileage Plus frequent flier program. Employees appear ready to walk off the job over growing contract and pension disputes that exist between labor groups and company management. This event would also affect United's fourth-largest business segment - - its United Loyalty Services (ULS) subsidiary which is the operator of the Mileage Plus program. Here is a sampling of the observations from the Industry Analysis:

- ULS/Mileage Plus was United's only reporting segment with positive earnings for the last four years since 2001.
- 145 brands across the globe, which are connected to Mileage Plus, would be impacted by United's shutdown.
- Based upon 2004 reward redemptions, IdeaWorks estimates over 4,600 passengers travel each day using Mileage Plus reward tickets.

These findings are based upon a review by the IdeaWorks Company of United Airlines and its Mileage Plus frequent flier program. **"United Airlines Shutdown Would Impact 45 Million Mileage Plus Members and 145 Partner Brands"** was released today as an 8-page Industry Analysis. The full Industry Analysis is available at the IdeaWorks 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.

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