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IdeaWorks Adds Consulting Resource and Grows Client Base

Director of Revenue Management for Midwest Airlines joins consulting team.

July 15, 2005, Shorewood, Wisconsin, USA. IdeaWorks announces Laura Sorensen as a Consultant in the new practice area of Revenue Management and Market Analysis, and the addition of Forever Resorts as a new loyalty-marketing client.

Laura Sorensen will join IdeaWorks on August 23 after her departure from Midwest Airlines. Ms. Sorensen has been with Midwest Airlines for 20 years and was an important factor in the carrier's growth from its start-up phase as an airline serving four airports to its current network of 50 destinations throughout the United States and Canada. While at Midwest Airlines she implemented and organized the Revenue Management department. This vital function optimizes revenues using sophisticated software and market forecasting techniques.

In her new role as Consultant at IdeaWorks, Ms. Sorensen will apply her analytical and strategic planning experience to enhance revenue and pricing operations for service sector clients in a variety of industries. Revenue management has been embraced by a growing number of businesses outside of the airline industry such as hotel chains, cruise lines, entertainment venues, media advertising and utility companies. Her addition to the IdeaWorks team represents new opportunities for the company and its clients.

IdeaWorks also announces the addition of **Forever Resorts** as a new client. This privately-held family of companies has been based in Arizona since its inception in 1981 and owns and operates more than 60 properties in national parks, recreation areas, national forests, and choice destinations of North America and South Africa. The firm is a leading hospitality provider with significant experience in lodging, marinas and related services, food service and retail operations and is a respected industry leader in houseboat manufacturing and luxury houseboat vacation rentals. IdeaWorks initial activities will concentrate on the client's 11 houseboat marina properties throughout the United States.

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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