



Contact: Jay Sorensen
For inquiries: 414-961-1939
www.IdeaWorksCompany.com

IdeaWorks Issues Report on Innovative Reward Alternatives for the World's Largest Airlines

*Airline frequent flier programs begin to open their wallets and spend cash
on new alternative reward choices that go beyond air travel.*

January 19, 2006, Shorewood, Wisconsin, USA. IdeaWorks recently completed analysis of the reward alternatives offered by the frequent flier programs associated with the world's largest airlines as measured by passengers carried during 2004. The top ten airline list includes carriers in the United States, Europe and Asia.

The airlines are borrowing the successful strategy used by hotel chains to enhance their frequent flier programs through a broader array of reward categories and partners. The report describes rewards offered in the following categories: airport clubs, hotel accommodations, car rental, other travel, online auctions, gift catalogs, in-flight duty free merchandise, and magazine subscriptions. Here is a sampling of the observations:

- Japan Airlines and All Nippon Airways offer the most generous return on each mile exchanged with reward values ranging from 1 to 1.3 cents per mile redeemed.
- Air France/KLM Flying Blue members may exchange 42,000 miles to drive a Porsche 911 on a Paris area race course, 25,000 miles to enjoy a 25-minute helicopter tour of Paris, or 20,000 miles to take a cooking class at Escoffier Paris.
- Lufthansa has an amazing number of hotel locations in its Miles & More program; members may redeem miles for accommodations at nearly 700 hotels worldwide.
- American, Delta and United allow members to redeem 70,000 to 80,000 miles as a method to pay the annual fees required for airport club access.

“The IdeaWorks Report on Innovative Reward Alternatives for the World's Largest Airlines” was released today as a 10-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, profit improvement, 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. Learn more by visiting: IdeaWorksCompany.com

-- end --