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IdeaWorks Participates in Global Conference for Low Cost Airlines and Adds to Client Base

IdeaWorks adds travel industry clients from the airline, hospitality and software sectors.

May 8, 2006, Shorewood, Wisconsin, USA. IdeaWorks president Jay Sorensen will participate as a speaker at the **World Low Cost Airlines Congress Americas 2006** to be held June 26-28 in Miami, Florida. He will be joined by a roster of 40 speakers including Sean Menke (EVP and Chief Commercial Officer for Air Canada), Tim Claydon (SVP of Sales and Marketing for JetBlue), Ben Baldanza (President and CEO of Spirit Airlines), Tad Hutchinson (VP of Marketing and Sales for AirTran Airways), and Peter McGlade (SVP of Southwest Airlines).

This is the first year for the Terrapinn sponsored event to be held in the Americas. The Europe-based counterpart to the event held in 2005 attracted over 600 attendees with more than 50 countries represented. The Americas event will likely become the annual meeting place for low cost and regional carriers in the United States, Canada, as well as Central and South America.

During the 2006 Congress, Jay Sorensen will speak on the topic of “**Does brand, loyalty, and traditional customer service matter in a low cost environment?**” He will describe the latest frequent flier marketing trends for low fare airlines and major carriers in the Americas and throughout the world. He will address issues of importance to low fare airline management such as the relevancy of loyalty marketing and the design of competitive strategies. Learn more about the Congress at www.LowCostCarriersCongress.com or by contacting conference marketing and press relations manager Helen Burden at helen.burden@terrapinn.com.

IdeaWorks also announces the addition of clients in the airline, hospitality and software sectors of the travel industry. **Esprit Airways** is a start-up that plans to initiate online vacation packages and long distance service to international leisure destinations using Boeing 767 aircraft. **Fosshotel of Iceland** operates 14 tourist class and mid-range hotels in Reykjavik and throughout the country of Iceland. **Kalahari Resort** is branded as “America’s Waterpark Resorts” and operates locations in Wisconsin and Ohio. **Radixx International** offers airline reservations hosting and distribution management systems to new entrant, middle tier, and low-cost carriers.

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 www.IdeaWorksCompany.com

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