



Press Release

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Robert Bahlman to Join IdeaWorks as Managing Director and Consultant

Current CFO for Midwest Airlines will lead new Financial Consulting Practice as of May 1, 2004.

April 9, 2004, Shorewood, WI. IdeaWorks announces the addition of Robert Bahlman as a Managing Director of a new Financial Consulting Practice within the IdeaWorks organization effective May 1, 2004.

Robert is a senior executive with a diverse financial background and 23 years experience in strategy development and implementation, contract negotiation, financial and business restructuring. Through the end of April, 2004 he is the Senior Vice President, Chief Financial Officer and Controller for Midwest Air Group which is a \$400 million publicly traded airline group serving more than 50 cities throughout the United States under the Midwest Airlines brand.

"IdeaWorks is extremely fortunate to have Bob join the organization," said IdeaWorks president Jay Sorensen. "His broad experience and expertise in restructuring strategies, debt renegotiation and managing the process of cost reduction will allow IdeaWorks to greatly expand its services to clients."

The new Financial Consulting Practice will specialize in services to the travel industry in areas related to financial improvement such as cost reduction programs, business restructuring, capital and long term lease renegotiation, and enhancing stakeholder support and communication. Robert will live in Tulsa, Oklahoma.

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.