



Airsavings: Protecting Against a Rainy Day

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PARIS, Jul 14, 2010 -- Weather, for the average traveler, is the ultimate unknown. Because of this inherent variability, and because most leisure travelers book their trips well ahead of reliable forecasts, financial indemnity against inclement weather presents a tantalizing market opportunity for operators in the global travel and tourism industry. One airline, Czech low cost carrier SmartWings, in partnership with ancillary revenue development leader Airsavings, is capitalizing on that market to its fullest, with an innovative program called MeteoBonus.

MeteoBonus is a new-to-the-market service that allows travelers to protect their travel investment against weather disruption. Developed by Airsavings, MeteoBonus provides customers booking with SmartWings (and eventually other carriers) to purchase financial assurance against both rainy weather and lack of sunshine. MeteoBonus is not trip insurance, however, which is designed to protect passengers from the unanticipated calamity. Rather, MeteoBonus is a financial derivative created to help consumers hedge against the two most typical holiday-busters: rain and lack of sunshine.

The MeteoBonus process is straightforward: a traveler buys the weather protection, and if more rain than average falls in their destination during their trip (or if less sunshine is recorded), a predetermined amount of money is automatically paid to them. Meteorological data is based on the nearest weather station to the destination, and corroborated by the World Meteorological Association.

With participating weather stations in every destination SmartWings serves (covering the majority of the European continent, as well as parts of northern Africa, the Mideast, and west Asia), MeteoBonus is a comprehensive service offering few to no gaps in coverage. The program's provides an additional 250 stations in Canada, 250 in Australia and 450 in the US, expanding MeteoBonus' reach even further, and making it available to any airline in these areas willing to increase its Ancillary Revenues.

MeteoBonus is the first product of its kind to be offered, and represents SmartWings' continuing effort to provide relevant, value-rich offerings to its passengers. As the first carrier in the world to provide this kind of service, SmartWings is carving a niche as a thought leader in a highly competitive marketplace. The popular LCC is creating this edge in the most sustainable way: by finding unique ways to enhance the customer experience, and by offering its passengers that most elusive of travel amenities, peace of mind.

Airsavings, as the developer of the MeteoBonus program, continues to build upon its reputation as an innovator in the field of ancillary revenues, particularly for European LCCs. MeteoBonus is seamlessly incorporated into Airsavings' Airline Plus booking platform- currently used by SmartWings, among other prominent airlines on three





continents- and represents yet another cutting-edge ancillary revenue opportunity created by the Paris-based company.

The fact that MeteoBonus is not trip insurance should encourage wider use by target consumers; travelers will find no claims to file or adjusters to deal with. Because the service is based on weather derivative products that large corporations and agribusinesses have used since the mid 1990s to protect against the financial effects of inclement weather, it is a proven product that can financially benefit both the consumer and the company that offers it. Airsavings and SmartWings are the first pair of companies to adapt these products to be accessible to the individual traveler, and in the process have created an innovative new revenue stream fully integrated into the booking path.

The MeteoBonus service will be available to consumers outside of the SmartWings booking path as well, through www.meteobonus.com, though purchasing the weather protection product this way will require consumers to fill in some additional information (in the SmartWings booking path, travelers' destinations and stay durations are completed automatically). Ultimately, though, the new program is designed to help SmartWings increase advance bookings, and to maximize the revenue earned from each consumer interaction.

This new program is set to revolutionize the travel experience for consumers. As such a transformative product, MeteoBonus offers a distinct competitive advantage for SmartWings and its passengers, and reaffirms Airsavings' position as a leader in the field of ancillary revenue development for airlines across Europe.

For more information about the new product offering from Airsavings or to schedule an interview with Airsavings and launch carrier SmartWings, please contact Vanessa Horwell.

About Airsavings - *Ancillary Revenue Solutions for Global Carriers* Airsavings specializes in facilitating the two fundamental operational imperatives of the airline industry: cost reduction and revenue generation. As the air travel industry has become more competitive and more reliant on emerging technology at both the front end (sales and distribution) and the back end (procurement and purchasing), Airsavings has helped airlines maintain their competitive edge and begin to evolve toward a new, e-commerce operating model. By assisting airlines in unbundling their core services and providing a speedy, cost effective platform on which to offer ancillary services, the company allows its clients to swiftly and easily develop alternative revenue streams. And by employing one of Europe's most successful group buying systems, Airsavings helps member airlines obtain competitive pricing on critical goods and services.

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