

## MAXIMIZING REVENUES FOR LOW-COST AIRLINES; ANCILLARY SERVICES AND MORE...

### *Airsavings Announces New Platforms and Services for Low Cost Airlines at the ARAC Conference in Frankfurt, Nov 14-15*

**Frankfurt, GERMANY – November 9<sup>th</sup>, 2007-** [Airsavings](#), an industry leader in ancillary services revenue creation and group buying strategies for low-cost and mid-sized airlines including *SkyEurope*, *Atlas-Blue*, *Clickair*, *Aer Arann*, *VLM*, *Virgin Express*, *Spanair* and *Air Europa* will be appearing in Frankfurt next week at the first event dedicated to ancillary revenue generation for airlines – the Ancillary Revenue Airline Conference (ARAC). The conference brings together airlines and industry leaders from across the globe, to discuss and examine the rapidly expanding range of ancillary services such as *dynamic packaging*, *entertainment*, *gaming*, *insurance*, *accommodation*, *on-board* and *web ancillary revenue generation tools*.

[Airsavings](#), who recently launched a new model to the industry – a behavioral targeting and recommendation engine that delivers additional services for airline websites, is one of the sponsors and presenters at the conference. Speaking on behalf of the company is Raphael Bejar, CEO. With ancillary revenue creation representing the greatest potential for bottom-line growth for low-cost airlines, Mr Bejar will be discussing how, combined with group purchasing discounts, the ability to offer a wide of services to today's cost-consumed travelers is the perfect solution for low-cost airlines looking to increase revenues and profits.

Airsavings, which was founded in 2001 to meet the rapidly evolving needs of small-to-mid size [carriers](#), couples its group buying techniques with a state of the art e-commerce platform (AirlinePlus) to allow low-cost carriers to take full advantage of the ever-increasing range of ancillary service options. Because of its dual-natured operational model – providing additional revenue options and cost saving initiatives - [Airsavings](#) is increasingly the preferred provider for many of Europe's smaller carriers. The company, which has developed *dynamic packaging technology*, enables airlines to sell additional products and services online using Airsavings' user interface, but without any programming or development costs.

[Airsavings](#) already offers a host of popular and profitable options for the creation of new revenues including car rental, travel insurance, SMS itineraries, Airport Lounges and carbon offset programs. Its new engine now offers carriers a new opportunity to develop additional revenues and profits.

For more information about Airsavings, please visit [www.airsavings.net](http://www.airsavings.net). To request a media kit or schedule an interview with Raphael Bejar, please contact media representative Vanessa Horwell at [vanessa@thinkinkpr.com](mailto:vanessa@thinkinkpr.com) or +1.305.776.8817. Case studies, fact sheets and data regarding cost-reduction strategies and ancillary revenue creation are also available upon request.

