

INDUSTRY LEADER TO ADDRESS AUDIENCES AT THE WORLD LOW COST AIRLINE CONGRESS

Leader in Cost Reduction Strategies and Ancillary Revenue Creation to Speak at Conference

Boulogne Billancourt, FRANCE – August 31, 2007 - Airsavings, the industry leader in ancillary services development and group buying strategies for low cost and mid sized carriers, is hosting a panel discussion on Ancillary Revenue at this year's World Low Cost Airlines Congress in London. Airsavings is a 'Bronze' sponsor of the annual event and is uniquely suited to conduct a discourse on ancillary revenues for the airline industry.

Ancillary revenue represents the greatest potential for bottom-line growth in the low cost segment of the airline industry. As new pipelines and methodology emerge for the distribution and sale of ancillary options, staying abreast of the latest developments becomes paramount. This particular panel will touch on the trends, challenges, and new innovations relevant to ancillary revenue in the airline industry.

Airsavings, founded in 2001, couples its group buying techniques with a state of the art e-commerce platform to allow low-cost carriers to take full advantage of their ancillary service options. Participating airlines include *SkyEurope*, *AerArann*, *VLM*, *Spanair*, *AirEurope* and *Atlas Blue* among many others. Airsavings is increasingly the preferred provider for ancillary revenue development due, in large part, to its dual-natured operational model, providing not only revenue enhancement but also cost saving initiatives. The company's new platform called *AirlinePlus*, features the most popular, universally adoptable and profitable options for the creation of new revenue including car rental, travel insurance, SMS itineraries and carbon offsetting.

The importance of ancillary revenue is growing at a proportionate rate with the popularity of budget flying. Although low cost carriers have redefined the nature of air travel, the decimating cost structure associated with airlines has remained. With the solutions offered by Airsavings, low cost carriers are able to realize sustained profitability while maintaining their attractive and innovative business models.

Scheduled to speak at the Congress is Airsavings' CEO and founder, Raphael Bejar. Mr. Bejar will share his vision and conduct a lively discussion on the current state and future trends of the ancillary revenue segments of the low cost airline industry.

For more information about Airsavings, please visit 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 or +1.305.776.8817. Case studies, fact sheets and data regarding cost-reduction strategies and ancillary revenue creation are also available upon request.

