

AIRSAVINGS RELEASES NEW REVENUE ENGINE FOR LOW-COST COST CARRIERS *Leader in Ancillary Revenue Creation and Cost Reduction Strategies Launches New Platform for Airlines*

Boulogne Billancourt, FRANCE – October 11th, 2007 - Airsavings, the industry leader in ancillary services/ revenue creation and group purchasing strategies for low-cost and mid-sized carriers including *SkyEurope*, *VLM*, *Virgin Express*, *Spanair* and *AirEuropa*, announces its latest development for the industry.

After 9 months of development, [Airsavings](#) has rolled out an Amazon.com-like behavioral targeting/ recommendation engine, a new push model of delivering additional services for airline websites. The first low-cost airline running the newly launched engine is [Atlas Blue](#), a subsidiary of Royal Air Maroc ([RAM](#)).

In developing the industry platform, Airsavings found that the majority of passengers were used to search tools, rather than reading editorials or recommendations (on major e-commerce websites). In the test models, passengers responded very positively to the signature feature of the engine; the personalised recommendations such as *customers who bought X also bought Y*. This “matching technology” improved conversion ratios and generated new revenue streams.

With ancillary revenue creation representing the greatest potential for bottom-line growth for low-cost airlines, this new industry-specific product could be considered as a “shot in the arm” for many smaller carriers. Combined with group purchasing discounts, the ability to offer a plethora 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 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. 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.

