



FACT SHEET

(Figures as of October 2010)

The Frequent Flyer Bonuses Group currently operates four websites for the consumer market which are an excellent B2C channel for a travel loyalty program's marketing efforts. Whether the marketing be conducted via paid placement or through affiliate channels, airlines, hotels, and other travel providers can take advantage of the high spending and high converting traffic that reach the sites. The users who come to the websites are typically consumers looking to complete an action, whether it be an airline booking, a hotel booking or finding a new credit card to apply for. The sites are not ones that are typically used for browsing, they are to provide information and offers to those people who want to complete a transaction. Via affiliate marketing channels, the Frequent Flyer Bonuses group provides an estimated US\$2.5 million in bookings per year to our affiliate partners (based on current 2010 numbers). Via paid placements, major hotels brands, online travel agencies and even B2B loyalty companies have all found success advertising on our websites with many renewing on an ongoing basis.

FrequentFlyerBonuses.com

Launched in February 2005, FrequentFlyerBonuses.com has grown into the Internet's largest resource for the listing and promotion of bonus mile and point offers for Airlines, Hotels, Car Rentals, Financial Services, Shopping and more. The website features any and all offers for a global audience. Currently FrequentFlyerBonuses.com list offers for over 115 Airline and Hotel Programs. The website is updated on daily basis and has received accolades from the frequent flyer community and airline/hotel industries alike.

Current Monthly Traffic: 45,000 – 50,000 Unique Visitors (Growth rate 2 – 2.5% per month)

Current Monthly Page Views: 115,000

Target Market: Worldwide

Largest Source of Traffic: United States, Japan, Germany, Canada, United Kingdom

RewardsCanada.ca

Rewards Canada is the website that started it all for the Frequent Flyer Bonuses Group in September of 2001. Today it is considered as Canada's premier travel rewards resource. The website provides news, articles, program information and bonus offers for Canadian and worldwide visitors alike. Rewards Canada is featured on a regular basis in the Canadian media including national and regional TV, Radio, online and print formats.

Current Monthly Traffic: 45,000 – 50,000 Unique Visitors (Growth rate 1 – 1.5% per month)

Current Monthly Page Views: 115,000

Target Market: Canada

Largest Source of Traffic: Canada, United States, United Kingdom, Japan

FrequentFlyerBonuses.co.uk

A regional version of FrequentFlyerBonuses.com, the UK site launched in early 2008 listing bonus offers from airline, hotel, car and other providers with a focus on only those offers that are available to UK and Ireland residents.

Current Monthly Traffic: 2,500 Unique Visitors (Growth rate 0.5 – 1.0% per month)

Current Monthly Page Views: 5,000

Target Market: United Kingdom and Ireland

Largest Source of Traffic: United Kingdom, Belgium, France, United States

VielFliegerPraemien.com

The newest regional version of FrequentFlyerBonuses.com was launched in March of 2009. VielFliegerPrämien caters to the German, Austrian and Swiss frequent traveler market by listing offers that are available to residents of these countries. The home page is predominantly in German while the main listing of offers remains in English to provide ease of transferability between all the Frequent Flyer Bonuses websites.

Current Monthly Traffic: 2,500 Unique Visitors (Growth rate 0.5 – 1.0% per month)

Current Monthly Page Views: 5,000

Target Market: Austria, Germany and Switzerland

Largest Source of Traffic: Germany, Switzerland, United States

Patrick Sojka, Founder/CEO

He has been labelled a "travel rewards guru" by the Toronto star and is regarded as one of Canada's top travel rewards experts. Patrick entered the industry with the launch of Rewards Canada in 2001 and has developed all the websites from the ground up. He is featured or called upon by the Canadian media to provide background information and interviews on the travel rewards market in Canada and Worldwide. He has appeared on local and national television and radio in Canada discussing such issues as program changes, credit card rewards and mileage running. Patrick also provides consulting services to interested parties and has completed work for American Express Canada, Hyatt Hotels, the Financial Post, Toronto Star and MacLean's.