

BEST FREQUENT FLYER PROGRAMS CHOSEN IN THE 11TH ANNUAL FREDDIE AWARDS

NEW YORK CITY, N.Y. - Continental OnePass and Marriott Rewards take the top awards in the 11th annual Freddie awards sponsored by InsideFlyer magazine, MCI WorldCom, American Express SkyGuide, MaxMiles and ClickRewards, InsideFlyer Editor and Publisher Randy Petersen announced today.

The awards were announced during a ceremony at the Renaissance Hotel overlooking Times Square in New York City. The event was also webcast live via the Internet using some of the latest digital technology. A recap of the event may be viewed online at <http://www.webflyer.com/@livefly/frlive.htm>.

Special guest Sir Freddy Laker, for whom the awards were named, participated in the ceremony.

Over 82,840 frequent travelers from around the globe cast over 954,000 votes this year. The awards represent excellence in frequent travel programs and rate the best frequent flyer and frequent guest programs in eight different categories: Program of the Year, Best Bonus, Best Award, Best Web Site, Best Elite Level, Best Newsletter, Best Customer Service and Best Award Redemption. The Best Affinity Credit Card was also chosen.

Eighty-two percent of the Freddie ballots were cast via the Internet this year, compared to 10 percent cast online in 1995. To ensure accuracy, votes were subject to three audits using a variety of technology. Approximately 6,000 votes did not survive the audits, as they appeared to conflict with the "one traveler, one vote" ideology of the Freddies.

Winners are determined by "Value Voting," a system in which voters assign a number between 1 and 10 for each program in addition to ranking programs according to the voter's preference. The program receiving the highest average Value Vote with at least 10 percent of the overall popular vote in a category wins that category. In some categories, results were so close Value Votes had to be tallied to four decimal places.

This year's winners are:

Frequent Flyer Programs

Program of the Year

Continental Airlines OnePass

Best Award

Continental Airlines OnePass

"BusinessFirst Upgrade" (from full fare)

Best Award Redemption

Southwest Airlines Rapid Rewards

Best Bonus Promotion

Southwest Airlines Rapid Rewards

"Friends Fly Free"

Best Newsletter

American Airlines AAdvantage

Best Web Site

Continental Airlines OnePass

Best Elite-Level Program

Continental Airlines OnePass

Best Customer Service

Continental Airlines OnePass

Best Affinity Credit Card

Diners Club Club Rewards

Frequent Guest Programs**Program of the Year**

Marriott Hotels Marriott Rewards

Best Award

Hyatt Hotels Gold Passport
“Dreamscape Awards”

Best Award Redemption

Marriott Hotels Marriott Rewards

Best Bonus Promotion

Hilton Hotels Hilton HHonors Worldwide
“double Double Dip”

Best Newsletter

Hilton Hotels Hilton HHonors Worldwide

Best Web Site

Hilton Hotels Hilton HHonors Worldwide

Best Elite-Level Program

Hyatt Hotels Gold Passport

Best Customer Service

Hyatt Hotels Gold Passport

Several other awards are given out annually as part of the Freddies. Initially introduced in 1992, the “Randys” are presented by Randy Petersen and are determined by editorial decision rather than by ballot. These awards honor the programs and individuals that have had, or will have, the biggest impact on the industry in coming years. This year, Industry Impact Awards were presented to the Star Alliance and United College Plus. Rising Star Awards were given to ClickRewards and American Express Membership Rewards Canada.