

# **INSIDEFLYER, NEXTEL, POINTS.COM, AWARDS FOR MORTGAGES AND REAL ESTATE, EXECUTIVE TRAVEL SKYGUIDE AND SMARTERTRAVEL.COM ASK FREQUENT TRAVELERS TO SPEAK THEIR MINDS**

*Freddie Awards Allow Travelers to Cast Votes For Best Frequent Travel Programs*

**COLORADO SPRINGS, Colo. (Jan. 14, 2005)** -- Frequent travelers from around the world are invited to cast a vote in the 17th Annual Freddie Awards, which are designed to award excellence among frequent travel programs in the airline, hotel and credit card industries.

Since 1989, InsideFlyer magazine has served as the primary sponsor of the Freddie Awards, and has partnered this year with Nextel, Points.com, Award for Mortgages and Real Estate, Executive Travel SkyGuide and SmarterTravel.com to present the event for the 17th consecutive year.

“The Freddies are the most recognized awards for frequent travel programs because they give frequent travelers a chance to pick the best programs,” said InsideFlyer Editor and Publisher Randy Petersen. “The Freddies continue to grow in popularity. Last year, over 277,000 frequent flyers cast ballots. This year, we expect over 300,000 frequent travelers will vote.”

Voters rate hotel, airline and credit card programs in nine categories: Program of the Year, Best Award, Best Bonus Promotion, Best Affinity Credit Card, Best Newsletter, Best Award Redemption, Best Elite-Level Program, Best Customer Service and Best Web Site.

The Freddie Awards are determined by value voting, a system in which voters rate the value of their program choices on a scale of one to 10. Programs with the highest average score and at least one percent of the popular vote in each category are awarded Freddies. In essence, Freddies are awarded for quality, not quantity.

The awards are named after Sir Freddie Laker who attracted fame (and a knighthood in the United Kingdom) for his pioneering marketing ideas within the travel industry in the 1970s.

Freddie Award balloting is conducted entirely online at [www.freddieawards.com](http://www.freddieawards.com). Voting concludes on March 15, 2004 at 11:59 p.m. MT. Winners will be announced in the May issue of InsideFlyer magazine and online at [www.freddieawards.com](http://www.freddieawards.com).