

RANDY PETERSEN PICKS HIS “BESTS” FOR FREQUENT FLYER PROGRAMS

InsideFlyer Publisher and Editor Randy Petersen has named his choices for the programs he thinks best served frequent travelers in 1998.

The announcement of the “Randys” coincides with the unveiling of the 11th annual Freddie Awards. The Freddies honor the best frequent flyer, frequent guest and affinity credit card programs chosen by frequent travelers themselves. Before making his picks, Randy studied the Freddies results and the past year in travel to determine which programs he believes had and will have the most impact on frequent travelers.

Randy’s choices are:

Industry Impact Award

Star Alliance

With eight major carriers - including the world’s largest, United - covering all geographic regions, the Star Alliance was chosen for introducing and defining the standard for all frequent flyer program alliances. The Star Alliance includes United Mileage Plus, Lufthansa Miles & More, Air Canada Aeroplan, SAS EuroBonus, Thai Royal Orchid Plus and Varig Smiles. Air New Zealand Air Points and Ansett Australia Global Rewards will soon join the Star Alliance as well.

United College Plus

By offering college students special benefits not available through other frequent flyer programs, United has guaranteed itself a solid share of an upcoming market. As the most complete new program in many years from a frequent flyer program and one that identifies where the industry is headed, United College Plus earns an Industry Impact Award.

Rising Star Awards

ClickRewards

For building a network of Web sites to promote frequent flyer miles as the standard digital currency, ClickRewards has earned a Rising Star Award. Randy predicts the early success of the program may mean this group someday issues more miles digitally than are currently flown today.

American Express Membership Rewards Canada

For creatively developing and delivering a new generation of privileges and benefits for affinity credit cards, the American Express Membership Rewards Canada earns a Rising Star Award. Membership benefits include a points accelerator for platinum members that earns 1.5 points per dollar spent. Platinum members also qualify for a one-a-year bonus of a free companion ticket to any destination in the world with Canadian Airlines. All members benefit from a special award chart that discounts the Canadian Plus award chart when points are redeemed from Membership Rewards.

Winners of the “Randys” were recognized during a ceremony at the Renaissance Hotel overlooking Times Square in New York City. Winners received a crystal obelisk from InsideFlyer and its co-sponsors, MCI WorldCom, American Express SkyGuide, MaxMiles and ClickRewards. 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>.