

BEST FREQUENT FLYER AND FREQUENT GUEST PROGRAMS CHOSEN IN THE 17TH ANNUAL FREDDIE AWARDS - ALASKA AIRLINES AND STARWOOD HOTELS ARE BIG WINNERS ... YET AGAIN

COLORADO SPRINGS, COLO (April 29, 2005) - Alaska Airlines Mileage Plan was named frequent flyer Program of the Year, and Starwood Preferred Guest took top honors among hotel programs at the 17th Annual Freddie Awards on Thursday.

Internationally, Swiss Airlines' TravelClub program took top honors in the Europe/Middle East/Africa region, and Emirates Skywards earned first place in the Asia/Pacific region.

Over 315,000 frequent travelers worldwide cast ballots to determine the winners. 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 Award, Best Bonus Promotion, Best Web Site, Best Elite-Level Program, Best Member Communications, Best Award Redemption and Best Customer Service. The Best Affinity Credit Card was also chosen. This year for the first time, voters were permitted to vote for programs in one of three global regions: Americas, Europe/Middle East/Africa, and Asia/Pacific.

Starwood Preferred Guest was named hotel Program of the Year in all three global regions. SPG has won the award for seven straight years.

Alaska Airlines Mileage Plan has now won Program of the Year in the Americas region for three consecutive years. The Seattle-based program also won first place in the Best Member Communications and Best Web Site categories this year.

Diners Club Club Rewards was named top Americas credit card for the eighth consecutive year, and the America West FlightFund program made it three in a row in the Best Elite-Level Program-Americas category.

The awards were announced yesterday by InsideFlyer Editor and Publisher Randy Petersen during a ceremony at the Grand Hyatt Hotel, New York City. Over 200 airline, hotel and credit card representatives attended the ceremony, along with several members of the voting public.

Mr. Petersen also presented a "Distinguished Achievement Award" to Michelle Cohen and Stuart Paskow of Mitch-Stuart, Inc., to honor their work in raising both miles and money for charitable organizations. Northwest Airlines WorldPerks won an "Industry Impact" award for its focus on imaginative promotions and partner-based activities.

India's Jet Airways Jet Privilege program also won an Industry Impact award for pioneering a means by which members may qualify for elite status based on a dynamic, rolling calendar.

Other big winners included InterContinental Hotels Group's Priority Club Rewards, which netted six awards on the evening, and TAP Air Portugal Navigator, which won four awards.

The Freddie Awards honor quality, not quantity. Winners are determined based on the overall merits of each program as reflected in "Value Voting." Value Voting asks the voter to assign a number between one and 10 to the program for which he or she votes. To be eligible to win a Freddie Award, however, a program must receive at least one percent of the popular vote.

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.

This year, InsideFlyer magazine partnered with Nextel, Points.com, Awards For Mortgage And Real Estate, Executive Travel SkyGuide, and SmarterTravel.com. to present the event for the 17th consecutive year..

THIS YEAR'S WINNERS ARE:

Program of the Year

Americas Airline: Alaska Airlines Mileage Plan

Europe/Middle East/Africa Airline: Swiss TravelClub

Asia/Pacific Airline: Emirates Skywards

Americas Hotel: Starwood Preferred Guest

Europe/Middle East/Africa Hotel: Starwood Preferred Guest

Asia/Pacific Hotel: Starwood Preferred Guest

Best Award

Americas Airline: America West FlightFund

Europe/Middle East/Africa Airline: TAP Air Portugal Navigator

Asia/Pacific Airline: Cathay Pacific Asia Miles

Americas Hotel: Starwood Preferred Guest

Europe/Middle East/Africa Hotel: Starwood Preferred Guest

Asia/Pacific Hotel: Starwood Preferred Guest

Best Bonus Promotion

Americas Airline: Southwest Rapid Rewards

Europe/Middle East/Africa Airline: Aeroflot Bonus

Asia/Pacific Airline: Thai Royal Orchid Plus

Americas Hotel: IHG Priority Club Rewards

Europe/Middle East/Africa Hotel: IHG Priority Club Rewards

Asia/Pacific Hotel: Hyatt Gold Passport

Best Web Site

Americas Airline: Alaska Airlines Mileage Plan

Europe/Middle East/Africa Airline: TAP Air Portugal Navigator

Asia/Pacific Airline: Emirates Skywards

Americas Hotel: IHG Priority Club Rewards

Europe/Middle East/Africa Hotel: Starwood Preferred Guest

Asia/Pacific Hotel: IHG Priority Club Rewards

Best Elite-Level

Americas Airline: America West FlightFund

Europe/Middle East/Africa Airline: TAP Air Portugal Navigator

Asia/Pacific Airline: Northwest Airlines WorldPerks

Americas Hotel: Starwood Preferred Guest

Europe/Middle East/Africa Hotel: Starwood Preferred Guest

Asia/Pacific Hotel: Starwood Preferred Guest

Best Member Communications

Americas Airline: Alaska Airlines Mileage Plan

Europe/Middle East/Africa Airline: TAP Air Portugal Navigator

Asia/Pacific Airline: Emirates Skywards

Americas Hotel: IHG Priority Club Rewards

Europe/Middle East/Africa Hotel: Starwood Preferred Guest

Asia/Pacific Hotel: IHG Priority Club Rewards

Best Award Redemption

Americas Airline: Southwest Rapid Rewards

Europe/Middle East/Africa Airline: Gulf Air Frequent flyer

Asia/Pacific Airline: Air New Zealand Airpoints

Americas Hotel: Starwood Preferred Guest

Europe/Middle East/Africa Hotel: Starwood Preferred Guest

Asia/Pacific Hotel: Starwood Preferred Guest

Best Customer Service

Americas Airline: Southwest Rapid Rewards

Europe/Middle East/Africa Airline: SN Brussels Airlines Privilege

Asia/Pacific Airline: American Airlines AAdvantage

Americas Hotel: Starwood Preferred Guest

Europe/Middle East/Africa Hotel: Starwood Preferred Guest

Asia/Pacific Hotel: Starwood Preferred Guest

Best Affinity Credit Card

Americas: Diners Club Club Rewards

Europe/Middle East/Africa: SN Brussels Airlines Privilege American Express

Asia/Pacific: American Express Membership Rewards

Industry Impact Award

Northwest Airlines WorldPerks

Jet Airways Jet Privilege

Distinguished Achievement Award

Michelle Cohen and Stuart Paskow, Mitch-Stuart, Inc.