

Frequent Travelers Have Until February 28 To Cast Their Votes For Their Favorite Travel Loyalty Programs

Colorado Springs, Colo. February 14, 2007 -- Frequent travelers from around the world are invited to cast a vote in the 19th 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 Points.com, Award for Mortgages and Real Estate, Priority Pass, Executive Travel SkyGuide, American Express Incentive Services, ICLP and Loylogic to present the event for the 19th consecutive year.

And the Freddie Awards continue to grow in popularity among the public. Last year, a record 390,000 frequent flyers voted, and we expect that record will be broken this year. "The Freddie Awards are highly coveted in the frequent travel industry because the winning programs are selected by frequent travelers themselves," said InsideFlyer Editor and Publisher, Randy Petersen. "And the Freddie Awards continue to grow in popularity among the public. Last year, a record 390,000 frequent flyers voted, and we expect that record will be broken this year." 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 Freddie Awards. In essence, Freddie Awards are awarded for quality, not quantity.

The awards are named after the late Sir Freddie Laker (1922-2006) 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 freddieawards.com. Voting concludes on February 28, 2007 at 11:59 p.m. MT.

A Freddie Award ceremony will be held April 26, 2007 at the Crystal Gateway Marriott Hotel in Arlington, Virginia, at which this year's winners will be revealed. The winners will also be announced in the May issue of InsideFlyer magazine and online at freddieawards.com.