

BEST FREQUENT FLYER AND FREQUENT GUEST PROGRAMS CHOSEN IN THE 13TH ANNUAL FREDDIE AWARDS - AMERICAN AND INTERNATIONAL WINNERS ANNOUNCED

COLORADO SPRINGS, Colo. (April 26) -- Continental OnePass and SAS EuroBonus take the top awards in the 13th Annual Freddie Awards for American and International frequent flyer programs. Starwood Preferred Guest takes the top awards for American and International frequent guest programs. Diners Club Club Rewards was named top credit card for the American awards for the fourth consecutive year, while Qantas Telstra Visa Card captured top International honors for the first time. The awards were announced today by InsideFlyer Editor and Publisher Randy Petersen during a ceremony at the Hilton New York.

This year, InsideFlyer magazine has partnered with MCI WorldCom, Biztravel.com, Netcentives, USATODAY.com and MilePoint.com to bring travelers the 13th Annual Freddie Awards. 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 www.freddieawards.com.

A total of 164,891 ballots were cast this year by frequent travelers from around the world. 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 Newsletter, Best Award Redemption and Best Customer Service. The Best Affinity Credit Card was also chosen.

Ninety-one percent of the Freddie ballots were cast via the Internet this year, compared to 10 percent cast online in 1995. Nine percent were received via fax and mail, proving traditional methods of communication are becoming less important to frequent flyers. To ensure accuracy, votes were subject to three audits using a variety of technologies.

Freddie Awards focus on quality, not quantity. Winners are determined based on the overall merits of each program as reflected in "Value Voting," rather than how many votes a program receives. Value Voting asks the voter to assign a number between one and 10 to the program he or she votes for. The popular vote is still important, however. To be eligible to win a Freddie Award, a program must receive at least 1 percent of the popular vote to qualify.

This year's winners are:

Program of the Year

Airline: Continental OnePass

International Airline: SAS EuroBonus

Hotel: Starwood Preferred Guest

International Hotel: Starwood Preferred Guest

Best Award

Airline: Continental OnePass (Reduced awards from the US to Latin America)

International Airline: SAS EuroBonus (Intercontinental Bonus-"2 for 1" Award)

Hotel: Marriott Rewards (Seven nights and two free tickets worldwide for 200,000 points)

International Hotel: Marriott Rewards (Seven nights and two free tickets worldwide for 200,000 points)

Best Bonus Promotion

Airline: Southwest Rapid Rewards (Double credit for booking online)

International Airline: SAS EuroBonus (Intercontinental Bonus-”+40,000” Award)

Hotel: Marriott Rewards (Visa Daily Double)

International Hotel: Hyatt Gold Passport (Nights After Nights)

Best Web Site

Airline: Continental OnePass

International Airline: SAS EuroBonus

Hotel: Marriott Rewards

International Hotel: Starwood Preferred Guest

Best Elite Level Program

Airline: Continental OnePass

International Airline: SAS EuroBonus

Hotel: Starwood Preferred Guest

International Hotel: Starwood Preferred Guest

Best Newsletter

Airline: AeroMexico Club Premier (Mundo Premier)

International Airline: SAS EuroBonus (EuroBonus)

Hotel: Marriott Rewards (Marriott Rewards)

International Hotel: Marriott Rewards (Marriott Rewards)

Best Award Redemption

Airline: Southwest Rapid Rewards

International Airline: Thai Royal Orchid Plus

Hotel: Starwood Preferred Guest

International Hotel: Starwood Preferred Guest

Best Customer Service

Airline: Midwest Express Frequent Flyer

International Airline: Thai Royal Orchid Plus

Hotel: Starwood Preferred Guest

International Hotel: Starwood Preferred Guest

Best Affinity Credit Card

Domestic: Diners Club Club Rewards

International: Qantas Telstra Visa Card