

# INSIDEFLYER / MCI WORLDCOM / SKYGUIDE FROM AMERICAN EXPRESS / MAXMILES / CLICKREWARDS / BIZTRAVEL.COM - ASK FREQUENT TRAVELERS TO SPEAK THEIR MINDS

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

**COLORADO SPRINGS, Colo. (Oct. 11)** -- For the 12th consecutive year, travelers have the opportunity to express their opinions about the best frequent travel programs in the airline, hotel and credit card industries. This year, InsideFlyer magazine has partnered with MCI WorldCom, SkyGuide from American Express, MaxMiles, ClickRewards, and Biztravel.com to bring travelers the 12th Annual Freddie Awards.

“The Freddie Awards are the most recognized awards for frequent travel programs because they give frequent travelers a chance to pick the best programs out there,” said InsideFlyer Editor and Publisher Randy Petersen. “The Freddie Awards continue to grow in popularity. Last year, over 82,000 frequent flyers cast ballots. This year, we expect that over 100,000 frequent travelers will vote.”

Travelers all over the world now can cast a vote in the Freddie Awards, which are designed to award excellence among frequent travel programs. 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.

“MCI’s sponsorship of the Freddie Awards makes perfect sense, since it was more than 10 years ago that MCI made marketing history by creating the first-ever long-distance/frequent flyer program,” said Mike Sauer, MCI’s director of travel partners. “Consumers have come to expect frequent flyer miles from MCI, and today MCI partners with nine airlines -- more than any other communications company, capturing more than 90 percent of the frequent flyer market.”

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

“With SkyGuide’s commitment to providing timely and accurate travel information, we’re proud to again co-sponsor the Freddie Awards,” said Janet Libert, editor and publisher of SkyGuide from American Express. “By recognizing the leaders in the industry, the Freddie Awards highlight some of the best resources available for frequent travelers.”

The Freddie 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.

“Only those companies that listen to the needs and preferences of today’s business travelers are those who are going to succeed in today’s competitive environment,” said Justin Shaw, vice president and general manager, Biztravel.com. “Biztravel.com designs its new features and upgrades around the daily emailed suggestions offered by its business traveler members. Similarly, the Freddie Awards give business travelers a strong voice in selecting industry standouts.”

Travelers who wish to speak their minds have three ways to access the ballot and cast their votes. Those with access to the Internet may access the ballot at [www.freddieawards.com](http://www.freddieawards.com). The ballot for programs operating in the Americas is available in the October issue of InsideFlyer magazine. The ballot for international programs can be found in the November/December edition of InsideFlyer International. Both magazines are available by calling 800/767-8896.

Travelers can also call that number to request a ballot be faxed to them.

“Corresponding with the growth of the travel industry, the landscape of frequent flyer programs has undergone a dramatic change,” said Elliott Ng, general manager of ClickRewards. “With the playing field turning more complex by the day, the Freddie Awards have established themselves as the premier source of valuable information for the frequent traveler by recognizing and rewarding the leading programs in the industry.”

“MaxMiles has been the Switzerland of personalized frequent flyer information for years,” said Mark Jamison, President and founder of MaxMiles, Inc. “We’re proud to sponsor the Freddie Awards because it is also a truly independent measure of what’s really going on in the frequent flyer industry.”

All ballots must be received by Jan. 1, 2000, 5 p.m. mountain time via fax at 719/597-6855 or by mail at MCI/InsideFlyer 12th Annual Freddie Awards, 1930 Frequent Flyer Point, Colorado Springs, CO 80915. Winners will be announced in the February issue of InsideFlyer magazine and online at [www.freddieawards.com](http://www.freddieawards.com).

### **SPONSOR INFORMATION:**

InsideFlyer, a monthly magazine dedicated to the coverage of frequent travel programs around the world, helps its more than 80,000 readers optimize their mileage and point earning potential through in-depth news on the programs, their partners and special bonuses and promotions. A one-year subscription is available for \$36 by calling 800/767-8896. For more information go to [WebFlyer.com](http://WebFlyer.com).

MCI WorldCom is a global leader in communication services with 1998 revenues of more than \$30 billion and established operations in over 65 countries encompassing the America, Europe and the Asia-Pacific regions. MCI WorldCom is a premier provider of facilities-based and fully integrated local, long distance, international and Internet services. MCI WorldCom’s global networks, including its state-of-the-art pan-European network and transoceanic cable systems, provide end-to-end high-capacity conductivity to more than 40,000 buildings worldwide. MCI WorldCom is traded on NASDAQ under WCOM. For more information on MCI WorldCom, visit the World Wide Web at [www.wcom.com](http://www.wcom.com).

SkyGuide, published by American Express, is a monthly pocket sized airline schedule guide used by frequent business travelers. To learn more about SkyGuide call 800/678-6738 or visit their Web site at [www.sky-guide.com](http://www.sky-guide.com).

Chicago-based MaxMiles, Inc. is the leading provider of technologies dedicated to helping travelers maximize their frequent travel programs. The company’s proprietary MileageMiner’ technology automatically gathers and consolidates all of a traveler’s frequency and rewards balances daily from airlines, hotels, and credit cards into one consolidated statement. MaxMiles customers include American Express, AOL, Excite@Home, GetThere.com (formerly ITN), Hyatt hotels, Microsoft, OAG, SABRE, SkyMall and numerous corporate and retail travel departments. Complete company information can be found at [www.maxmiles.com](http://www.maxmiles.com).

ClickRewards is the rewarding online shopping network from Netcentives Inc., a leading provider of Internet loyalty, direct-marketing and promotion products to drive electronic commerce. A free membership program, ClickRewards now has over two million active members and more than sixty participating merchants. Leading e-retailers, including [barnesandnoble.com](http://barnesandnoble.com), [E\\*TRADE](http://E*TRADE), [macys.com](http://macys.com), [CDNOW](http://CDNOW), [msn shopping](http://msn shopping) and [OfficeMax.com](http://OfficeMax.com) have awarded over 300 million ClickMiles to Internet shoppers. ClickMiles are redeemable one-for-one for frequent flyer miles on nine major airlines, or for hotel stays, rental car discounts, and brand-name merchandise.

[Biztravel.com](http://Biztravel.com) is the Internet Company for frequent business travelers. Our mission is to help frequent business traveler’s plan and book business trips faster, easier, with increased confidence, and greater satisfaction.