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SUPERFLY LAUNCHES A PERSONALIZED FLIGHT SEARCH ENGINE REDEFINING ONLINE TRAVEL

New York City, November 29, 2011 –

Superfly, a technology startup at the forefront of travel innovation, today announced its new smart flight search engine. Superfly's engine is a unique online platform that personalizes flight search by adding an individual's data -- frequent flyer miles, elite statuses, rewards programs and individual preferences -- into the decision-making process of choosing a flight. For the first time, travelers can fully take advantage of their frequent flyer miles and rewards programs when booking travel online.

"Today's mainstream flight search websites completely ignore the impact of consumer data," said Jonathan Meiri, CEO of Superfly. "This is a defining issue for the future of online travel services. Superfly is a secure tool that not only has access to all the flights in the world, it also combines that information with personal travel preferences in order to help consumers figure out which flight is right for them."

Google's recent acquisition of ITA Software has marked the dawn of a new age in online travel. Many industry players are now using the same travel data, essentially turning flight search into a commodity. This will most likely unleash a wave of innovation as incumbents look to differentiate their services.

"Superfly is an incredible tool that will bring great value to travelers, particularly frequent flyers," said Kenneth Esterow, an advisor of Superfly and former CEO of GTA by Travelport. "It is particularly useful to heavy users and corporate travelers."

Superfly enables consumers to maximize the value of their miles and make better travel decisions. Rather than focusing solely on presenting the cheapest flight, Superfly helps individual consumers identify the options with the greatest personal value. Travelers can use Superfly's personal travel insights to better manage their rewards programs and cash-in on the opportunities they present.

About Superfly

Superfly personalizes travel.

The Superfly platform enables consumers to maximize the value of their miles and make better travel decisions. It is a secure tool that combines worldwide flight information with personal travel preferences in order to help consumers find the best value. Superfly was launched at the September 2010 TechCrunch Disrupt. A demo of Superfly's personalized flight search is available online at <http://youtu.be/M2vbM24BGil>. For more information about Superfly, visit Superfly.com.

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