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**The Collinson Group launches specialist division
Collinson Latitude™, providing global brands with new
offering to leverage incremental revenue strategies**

Collinson Latitude™ to advise brands in the travel, financial and retail sectors

The Collinson Group, today, announced the launch of a new division – Collinson Latitude™. Launched in response to the growing importance of the incremental revenue business model, Collinson Latitude™ will work with global brands in the airline, travel, financial and retail industries advising on new and recurring online revenue strategies.

Incremental revenue refers to revenue generated from goods or services that differ from or enhance the main services or product lines of a company. It is already an important financial component for the airline and financial services industry, and examples include airfare unbundling and commission-based products and services.

Collinson Latitude™ has spent the last 18 months developing the technology behind its new product offering, using extensive research into current consumer needs and market trends to inform the content of its new products and services. The product suite will provide organisations with the ability to sell additional services above their core offering, leveraging relationships with new and existing customers.

In addition to extending the revenue reach of brands, incremental revenue programmes also enable brands to develop loyalty building initiatives that deliver detailed customer insight, further strengthening the brand's long-term relationship with the customer.

Through its range of online revenue generating programmes, Collinson Latitude™ will be advising global brands on selecting and implementing the right activity for their customer base.

The Collinson Group has vast experience in the area of incremental revenue, having implemented successful strategies for its own products including insurance brand Columbus Direct and Priority Pass™, the world's largest independent airport lounge access programme.

Janet Titterton, Sales & Marketing Director, Collinson Latitude™ said: "Collinson Latitude™ will be working closely with global brands to highlight how the incremental revenue programmes can not only extend their revenue reach but be used to build long-term customer loyalty. All of our programmes can be introduced with minimal IT and resource impact, making the whole process very easy for brands to put into practice. We have invested heavily in R&D to deliver product innovation and we are confident that our products have been developed, tested and in many cases implemented to the highest standards. The Collinson Group has been implementing successful incremental revenue strategies for its own brands for many years so we fully understand the challenges faced by brands."

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About Collinson Latitude™

Collinson Latitude™ is a leading global provider of new and recurring revenue programmes in the airline, hotel, travel and financial services sectors.

Using its range of innovative online products, Collinson Latitude™ advises organisations how to maximise the effectiveness of their sales and loyalty activities. Latitude's range of products are designed to strengthen relationships with higher net worth customers and broadens appeal to a wider audience. This enables clients to achieve new recurring revenue streams, enhanced customer insight and a superior customer experience, with minimal IT & resource impact.

Collinson Latitude™ is a division of The Collinson Group, a global leader for 20 years in a diversity of specialist markets including travel membership, insurance, and marketing. The Collinson Group owns the leading independent insurance brand *Columbus Direct* and *Priority Pass™*, the world's largest independent airport lounge access programme. As part of this group, Collinson Latitude™ delivers results for brands based on the experience of implementing successful renewable subscription revenue programmes for their own products for the past twenty years. The unique combination of expertise in partnership marketing, digital best practice, and software development positions Latitude as a forward thinking partner for generating sustainable income streams.

www.collinsonlatitude.com