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Collinson Latitude launches new affiliate reward platform for Velocity Rewards, Virgin Blue's loyalty programme

Collinson Latitude, the leading global provider of ancillary revenue programmes, has launched a new affiliate reward platform for Velocity Rewards, Virgin Blue's loyalty programme, for its 1.5 million member base.

Together with its sister company ICLP, Collinson Latitude has developed 'ShopAndEarn Store' an innovative fully branded online shopping portal which allows members to earn extra Velocity Reward points when they shop at a wide range of merchants online. The portal will play an important role in Virgin Blue's customer retention strategy as well as delivering a new ancillary revenue stream for Virgin Blue

Employing the proprietary online reward platform RewardAll™, which has been built by Collinson Latitude, the 'ShopAndEarn Store' was launched within six weeks for Velocity. RewardAll™, which incorporates leading merchants via its ability to access multiple affiliate networks, provides a seamless connection between the member, Velocity and the online merchant.

Velocity Reward's members earn Velocity Points on every transaction made at each of the participating on-line merchants. The 'ShopAndEarn Store' boasts over one hundred merchants including Apple iTunes, StrawberryNet and Dell.

Velocity's General Manager, Phil Gunter said: "ICLP impressed us with their sophisticated RewardAll™ system, and its ability to bring innovation and speed to the affiliate process. ICLP will work closely with us to help us expand our point of difference in the Australian market."

Janet Titterton, Marketing Director, Collinson Latitude said: "This project is a great example of the depth of expertise and understanding we can offer brands at The Collinson Group. The online portal is the first time a project of its type has been launched in the Australian and New Zealand market, and together with ICLP look forward to working closely with Velocity to develop the programme further, supporting them in building long term relationships with their member base."

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

About Velocity Rewards

Velocity Rewards is the award-winning loyalty program of Virgin Blue, V Australia, Pacific Blue and Polynesian Blue that rewards you with Points of real value. With Velocity Rewards you can earn and redeem Points whenever you fly within Australia with Virgin Blue and Skywest, across the globe with our International Airline Partners, and when you shop with our ever-expanding crew of on-the-ground Partners, including accommodation and car rental. Members get exclusive access to non-travel shopping products and deals with some of Australia's biggest Retailers via our online stores. Whether you take to the skies frequently or otherwise, there's something for everyone with Velocity. More information at www.velocityrewards.com.au

About ICLP

ICLP is the world's N°. 1 specialist loyalty marketing agency with offices in London, Dallas, Dubai, Hong Kong, Kuala Lumpur, Mumbai, San Francisco, Shanghai, Singapore, Sydney, Tokyo and Zurich. As a full-service agency, ICLP employs some of the world's leading loyalty marketing and creative experts, and with two decades of commercial insight from working in the travel and airline industry (as well as from across a wide variety of other sectors), and best practice experience from around the world, ICLP specialises in maximising the profitable impact of loyalty marketing. ICLP is part of The Collinson Group which owns and operates a global portfolio of complementary specialised agencies and marketing services businesses.

More information at: www.iclp.com.au

About RewardAll™

RewardAll™ is a proprietary reward platform that uses affiliate marketing income to reward consumers with either cash or a client's reward currency. Starting in the UK, RewardAll™ has expanded into Australia, US & China, with future developments planned in Europe and Japan. RewardAll™ is an ideal platform to work as a white label solution for airlines, banks, media companies and charities.