

Clear Lanes Hit 25,000 Uses at Salt Lake City Airport

New Marketing Campaign Features Customer Testimonials Citing Time Savings, Reduction in Stress, and Increased Predictability in Travel Experience

NEW YORK, NY – February 6, 2009 – Clear®, the leader in airport security fast lanes, today announced that the number of trips through the Salt Lake City Clear Lanes has hit 25,000. Clear launched its Salt Lake City service this past summer, and the lanes have been a hit with area residents and Clear members from across the country using the Salt Lake Airport. A new marketing campaign features testimonials of Salt Lake City travelers whose Clear membership has allowed them to reclaim time lost waiting in airport security lines, to reduce stress levels, and to increase predictability in their travel experience.

In addition to the Salt Lake Airport, Clear's network of fast lanes includes Atlanta, Boston, Denver, Indianapolis, New York's JFK and LaGuardia, Orlando, Washington, DC's Reagan and Dulles, and the Bay area's San Francisco, San Jose and Oakland Airports, among others. The Clear lanes have been used nearly two and a half million times nationwide since the service originated in July 2005.

Clear members have their identities authenticated and, after application completion which involves providing iris and fingerprint images, receive a card that allows access to Clear's security lanes nationwide. Clear lanes feature concierge staff who speed throughput while making passage through security more hassle-free.

Clear's CEO Steven Brill said, "We're proud of the success of our Salt Lake City Clear operation as demonstrated by our rapid growth in just over seven months. Our members in Salt Lake and around the country receive special Clear benefits: efficiency, fewer missed flights (which means dollars saved), and professionally-trained staff who help speed them through."

The marketing campaign – which will include airport signage and online advertising billboards – features the following Salt Lake Clear members, among others. (Additional testimonials are below.)

"As a business traveler, I am in an airport 2 to 4 times per week every week and I love Clear," said Tim Taylor, CEO of Acme Publishing in Salt Lake City and Las Vegas. "It is great to walk past a 30 to 45 minute line and get through security in less than 5 minutes. Clear cuts my stress level in half, and it is calm and relaxing going through security. I tell all my family and friends who travel as I do that Clear is a wise investment."

Ron McDaniel, CTO for a public technology company, said “I fly over 200,000 miles a year, and was excited to hear that Clear was coming to Salt Lake City. “Beyond the obvious benefits of being able to skip long security lines, and no longer needing to plan early airport arrivals, having a Clear card is the only reason that I’ve made some of my international connections in the San Francisco Airport. After less than a year of use, I have renewed my membership for the next 5 years.”

Later this month, Clear will add an additional terminal at JFK (Delta Terminal 3) to its operations, while continuing plans for further expansion this year. Two of the most heavily-traveled airports in the US – Los Angeles and Fort Lauderdale International Airports – are among those planning to launch fast pass programs soon.

Clear now has more than 250,000 sign-ups nationwide and the service – which involves an annual subscription fee – has a nearly 90% membership renewal rate. Last year, Clear established marketing partnerships with Starwood Hotels, Marriott Hotels and Resorts, and Delta Airlines, which provide special discounts, member enhancements and point offers.

Clear recently launched a newly-designed website allowing access to greater features for members and applicants:

Family Membership Plans – offering significant savings on multiple memberships at: http://www.flyclear.com/apply/apply_familyplan.html
(Children under 12 travel free when accompanied by a Clear member.)

- **Multi-year Memberships** – providing major savings on enrollments up to ten years at: http://www.flyclear.com/apply/apply_specialoffers.html
- **Partnerships** - special offers through Delta Air Lines, American Express Corporate Card, Marriott Hotels and Resorts and Hyatt Hotels at: http://www.flyclear.com/apply/apply_specialoffers.html
- **Group Enrollments** – allowing volume discounts for corporate enrollments at: http://www.flyclear.com/business/business_mobiles.html

Clear also performs bulk, in-office membership enrollments. This year, Clear has conducted over 100 on-site enrollment days at corporate offices, law firms and government offices. http://www.flyclear.com/business/business_mobiles.html

And, Clear cardholders receive additional special benefits with their membership, such as fast entry to stadiums, including the Georgia Dome and San Francisco’s Candlestick Park, during home team football games, and discounts on team merchandise online and at area team stores. <http://www.flyclear.com/footballoffers/>