

Atlanta Mayor Shirley Franklin and Clear Open Fast Pass Security Program At Hartsfield-Jackson Atlanta International Airport, World's Busiest Airport

Revolutionary Clear Card Offers Passengers at Atlanta's Hartsfield-Jackson International Airport an Enhanced Air Travel Experience Through Speed, Predictability and Convenience

ATLANTA, GA – October 1, 2008 – Mayor Shirley Franklin and Clear®, the fast pass for airport security, today officially opened Clear's signature fast pass program at Atlanta's Hartsfield-Jackson International Airport. Today's launch of Clear at Hartsfield-Jackson, which serves more than 89 million passengers annually, is the first since the federal government opened the door this summer to further expansion of fast pass lanes at airports nationwide. Clear, with over 200,000 members, now has the opportunity to launch at an unlimited number of airports, enabling its members to ease through more security checkpoints across the country. The Clear card is now accepted at 20 airports and the Clear lanes have been used more than 1.5 million times at participating airports, including San Francisco, Denver, New York's JFK and LaGuardia, Washington, DC's Reagan and Dulles, and Orlando International Airport, where Clear was launched in 2005.

"Hartsfield-Jackson has a long reputation as the economic engine of the Southeast, due in part to the thousands of business travelers who pass through our gates daily," said Atlanta Mayor Shirley Franklin. "Clear has generated a great deal of interest from our customers and we are pleased that it's now available."

"Millions of people pass through Hartsfield-Jackson each year, so every effort must be made to ensure that efficiency and safety is given top priority," said U.S. Senator Saxby Chambliss. "I'm pleased to see that this increasingly busy international airport is initiating the fast pass security lanes which will make flying out of Atlanta more efficient while maintaining the security of our airlines."

Congressman Lynn Westmoreland said, "Hartsfield-Jackson affects almost every aspect of our economy in this part of Georgia. It is the horse that pulls the cart in the 3rd District. We want to keep the airport busy and bustling and bringing in money and business to our state. To do that we need to assure that people have a positive experience here. I pushed hard for the Clear program as the only Georgian on the Transportation Committee because it's going to expedite people moving through our large airport in a fast, efficient and safe manner. We need to keep the crowds moving and this will reduce wait times by up to 30 percent. This is an exciting development for Hartsfield-Jackson and its passengers."

"Passenger accommodation and customer service delivery are among our strategic priorities at Hartsfield-Jackson," said Hartsfield-Jackson General Manager Ben DeCosta. "The addition of Clear will enable Hartsfield-Jackson to achieve the goal of meeting customers' expectations and improving their travelling experience."

Clear CEO Steven Brill said, "Our more than 200,000 enrollees can get through Hartsfield-Jackson Atlanta Airport in mere minutes and we're delighted today to open what we know will be our busiest program." He added, "In fact, in the first 45 minutes that the Atlanta lane was open for testing last week, 22 Clear cardholders from the regular security lines crossed over to use Clear. The Mayor, Airport General Manager Ben DeCosta, and the entire team at the Airport including our partners at the Transportation Security Administration, have worked hard to bring this program to Atlanta for both residents and fliers from all around the country who use Hartsfield and can now count on flying through airport security with Clear."

Atlanta Clear Member Lee DeHihns, a partner at the law firm of Alston & Bird, said “Clear makes the airport experience go more smoothly by saving me time and making me feel relaxed as I move toward my flight departure location. One less hassle to deal with when traveling as much as I do is welcomed.”

“Delta has worked to streamline the travel experience of our passengers from the introduction of online and kiosk check-in options, to identifying solutions aimed at reducing security wait times. Clear provides additional flexibility for our customers and offers another option for navigating security lanes,” said Greg Kennedy, Delta’s vice president of Airport Customer Service.

“AirTran Airways is pleased to partner with Clear in bringing its innovative, fast pass lane to Hartsfield-Jackson Atlanta International Airport,” said Rick Pelc, AirTran Airways’ general manager of the airline’s hub, the Atlanta station. “Like Clear, we are committed to providing our passengers with outstanding customer service and this option will now give them the opportunity to move quickly through security without compromising their safety which will make their travel experience in Atlanta and on our airline even more enjoyable.”

Clear, which recently celebrated its third anniversary, has established high-profile marketing partnerships including those with Delta Air Lines, Air Tran Airways, Hyatt Hotels, and Marriott International. And, through a recently announced partnership with the Atlanta Falcons, Clear members who attend the football team’s home games also receive fast entry to the Georgia Dome by using their Clear card. Clear members receive a host of other benefits with their card, including discounts at Park ’N Fly off-airport parking facilities and Luggage Forward Shipping.

Clear operates three enrollment centers at the Atlanta Airport, where fliers can apply for the membership card that provides access to fast security lanes at 19 other participating airports. In addition to operating more than two dozen enrollment locations at those airports, Clear offers enrollment at convenient city locations, including the Grand Hyatt Regency on Peachtree Street in Atlanta and Grand Central Terminal in New York. Clear will launch an enrollment station later this month at Lennox Shopping Center in Buckhead. And, Clear also offers in-office enrollments -- so far this year, Clear has conducted nearly 100 on-site enrollment days at corporate offices, law firms and government offices.

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 whose assistance speeds throughput while making passage through security more hassle-free. Clear customers experience a level of predictability, convenience, and efficiency in air travel. For example, the concierge staff in Clear’s security lanes ready X-ray bins for each passenger and then, at many locations, help them retrieve their personal items at the other side of the magnetometer.

To locate a Clear enrollment station nationwide, customers can visit flyclear.com.