

## **FOR IMMEDIATE RELEASE**

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### ***AirportParkingReservations.com Partners with webloyalty.com Offers Customers Savings and Rewards through Membership Programs***

Suffield, CT – May 5, 2005 – AirportParkingReservations.com, a service offering guaranteed parking reservations at discounted rates for travelers departing from airports throughout the U.S. and Canada, has joined with webloyalty.com to offer its customers cash back on airport parking reservations and other travel discounts and rewards.

AirportParkingReservations.com's customers will find a link on their airport parking receipt to one of the web-based subscription services operated by webloyalty.com. Customers who join the membership program will automatically be entitled to receive \$10 cash back on their next reservation booked through AirportParkingReservation.com. They will also be entitled to receive other travel and dining discounts, emergency roadside assistance and rewards.

"Partnering with webloyalty.com is a great opportunity for us to further enhance our customer loyalty initiatives. Many travelers are taking more frequent trips, and they appreciate the opportunity to realize savings," said Tom Lombardi, president of AirportParkingReservations.com.

"Webloyalty.com focuses on delivering high-value services to our clients and their customers," said Richard Fernandes, CEO of webloyalty.com. "We are pleased to offer AirportParkingReservations.com's customers travel discounts and protection and other benefits through our membership programs."

AirportParkingReservations.com's partnership with webloyalty.com will enable it to create new revenues and increase repeat purchase. The online travel service joins webloyalty.com's roster of 75 clients, including e-commerce companies Lillian Vernon, Classmates.com, Time-Life and Redcats USA, operator of leading catalogues such as Chadwick's, Lane Bryant, and Brylane Home.

#### **About webloyalty.com**

Webloyalty.com (<http://www.webloyalty.com/>) is one of the leading online subscription and marketing services companies providing customized programs to e-commerce, travel and other fee-based businesses. Through its range of innovative Internet products, webloyalty.com enables its clients to generate new revenues and increase repeat purchase rates while offering their clients' customers a range of subscription services in a credible and trustworthy environment. Founded in 1999, in response to the emerging needs of e-commerce companies, webloyalty.com has a client roster of over 75 companies. Since its inception, the company has been dedicated to marketing responsibly on behalf of its clients to their customers by offering a new model of

customer-friendly subscription services. Today, over 1.4 million online subscribers enjoy savings from webloyalty.com's services.

**About AirportParkingReservations.com**

At AirportParkingReservations.com, travelers provide their itinerary and airport of departure before choosing from over 175 airport parking operators providing a range of parking options (including self, valet, indoor/covered). The parking lots are secure, most offer discounted rates, and all provide free shuttle service with complimentary luggage assistance to and from the airport terminals. Reservations can be made online or toll-free at 800-PARKING (727-5464).

For more information, visit: <http://www.AirportParkingReservations.com> and <http://www.webloyalty.com>.

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