

## **AVIATION POINTS EXCHANGE (APEX) BRINGS JUST REWARDS TO CORPORATE AND G.A. PILOTS**

**Chesterfield, MO — March 17, 2003** Aviation Points Exchange Ltd. (APEX) recently announced the introduction of its new aviation rewards program. APEX is the first aviation loyalty program designed specifically to reward today's corporate and general aviation pilots and other decision makers without affiliation to a specific fuel brand or credit card.

APEX has exclusively teamed with the most respected loyalty and rewards company in the United States; S&H® greenpoints®, to provide reward fulfillment and the technology infrastructure needed to handle a nationwide program. Most pilots remember S&H Green® Stamps®, the predecessor to S&H greenpoints, as one of the most successful aviation rewards programs ever. At its peak S&H Green Stamps were offered at 70,000 locations throughout the U.S., including 500 FBOs.

Pilots complete an application available online or at a participating Dealer and receive a membership card with their personal account number. Then, every time that pilot visits a participating APEX Dealer, he or she presents their card at the time of purchase of fuel or other select products/services. A receipt is printed out at the point of sale and within 24 hours that pilot's individual record of points is updated. Pilots can then access the APEX web site at [www.apexpoints.com](http://www.apexpoints.com) to review or redeem points.

Members can earn greenpoints on purchases of other qualified aviation services or products like maintenance, paint, avionics, interiors, catering and line services. APEX members can also earn points on special offers that are not available to the general public on a wide array of products and services from select FBOs and Repair Stations across the United States.

Points are then redeemed for valuable rewards from the S&H rewards catalog featuring hundreds of name brand products in categories like electronics, appliances, sporting goods and more. And, because some aviation purchases are substantial and points will accumulate rapidly, APEX offers a Premium Rewards section where members can save their points and redeem for big-ticket items like personal watercraft,

motorcycles, jewelry and more. Members can redeem online or through a printed catalog for convenience.

The APEX program even addresses those personnel whose companies restrict them from receiving rewards. Greenpoints can be accumulated in corporate accounts and used for company purposes including travel, or the rewards can be donated to specific charities.

"S&H greenpoints are a true digital currency system designed for today's mobile consumers," said Arthur Sweetser, VP of Marketing for S&H. "It's one of the few programs where rewards are quickly and easily attained."

"Loyalty programs are a hot topic now inside and outside aviation. Most within aviation, however, are extremely restrictive by their very nature, either in the limited number of locations at which they are offered or they dictate the specific reward you receive. Some of the existing programs are also tied exclusively to a specific fuel brand or they are aligned with and require a bankcard," stated Tom Duffy, APEX Program Manager.

The APEX Dealer network is anticipated to be 130 strong by the end of 2003 with a forecast in excess of 500 dealers nationwide. FBOs are embracing the program due to its flexibility, value to pilots and ability to use the program as a strong differentiator from their competition.

There are an estimated 3,460 fueling locations throughout the United States, most offering services that have become "commoditized". There are no distinct tangible differentiators for FBOs and other service providers partly due to strict FAA oversight and years of competition based on service and reputation.

#### **About APEX**

APEX is a premier, nationwide loyalty and rewards program designed specifically for aviation businesses to offer to pilots and other service decision makers and is powered by S&H greenpoints, an established rewards currency that is redeemable for valuable merchandise. For more information on how APEX can help your FBO or aviation business, call Tom Duffy, APEX Program Manager toll free at (877) 276-2739 or visit [www.apexpoints.com](http://www.apexpoints.com) today!

#### **About S&H greenpoints**

**S&H greenpoints is the digital reinvention of The Sperry & Hutchinson Company, Inc., which has been in the loyalty and rewards business for more than 100 years. Incorporated in**

**1896, the company introduced S&H Green Stamps, which soon became the leading national loyalty marketing currency. In early 1999, S&H was re-acquired by a group of investors led by a member of the founding Sperry (Beinecke) family to launch the company into the digital economy with S&H greenpoints, a branded digital rewards currency, available through selected grocery retailers, S&H partners and [www.greenpoints.com](http://www.greenpoints.com). (S&H, Green Stamps, and greenpoints are registered service marks of The Sperry & Hutchinson Company, Inc.)**