

Microsoft Expedia and Continental Airlines to Give Away 1 Million Frequent Flier Miles

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REDMOND, Wash., Feb. 26, 1997 — Strolling through the streets of Paris or basking on the beach in Jamaica? This spring, one lucky winner will be making tough decisions like this as the award-winning Microsoft® Expedia travel service (<http://expedia.MSN.com/>) and Continental Airlines team up to give away 1 million Continental frequent flier miles.

"More people today than ever before are realizing the benefits of buying their travel online, and in a few short months, Expedia has emerged as a leading online travel service," said Bill Mapp, director of Internet development, Continental Airlines. "As a featured air carrier on the travel service, we are delighted to team up with Expedia to offer this exciting sweepstakes."

Beginning Feb. 26, visitors to Expedia can register electronically to win the grand prize of 1 million frequent flier miles or 12 second-place prize packages. Second-place prizes consist of one pair of travel certificates good for coach class, round-trip travel anywhere Continental flies in the continental United States, Mexico, Canada, the Caribbean, Central America or South America. Each second-place winner will also receive two one-time passes to Continental's world-renowned Presidents Club.

Sweepstakes entries can be made electronically or by mail until March 24.

"We're seeing strong and consistent growth in both registered members and ticket purchases as thousands of people discover how easy it is to research and book their travel online," said Richard Barton, business unit manager for Expedia at Microsoft. "Consumers have always trusted Continental for their airline needs, and are turning to Microsoft Expedia for their online travel shopping needs."

To enter the sweepstakes electronically, participants may sign on the Expedia site at (<http://expedia.MSN.com/>), and then follow the on-screen instructions. By mail, consumers may register by sending their name, address, telephone number and e-mail address (if available) on a 3-inch-by-5-inch card to Continental Million Miles Sweepstakes, c/o Microsoft Expedia Promotions, One Microsoft Way, Building C, Redmond, WA 98052-6399. Winners are scheduled to be selected on April 3.

Continental Airlines is the fifth largest airline in the United States, offering more than 2,100 jet and express departures daily to 131 domestic and 57 international destinations, operating major hubs in New York/Newark, Houston, Guam and Cleveland. During 1996, Continental was named best airline in customer satisfaction for long-haul flights (500 or more miles) by J.D. Power and Associates and Frequent Flyer Magazine and its OnePass Frequent Flyer program was cited by Inside Flyer magazine as offering the Best Elite-Level Frequent Flyer Program.

Located at (<http://expedia.MSN.com/>) and in the Essentials section of MSN

, The Microsoft Network, Expedia is a free travel reservation service (connect-time charges may apply) that empowers consumers to research travel destinations around the world and make air, hotel and car rental reservations online.

Launched in October 1996, Expedia has reached an electronic commerce milestone by booking \$1 million in transactions during a seven-day period. The online service has also been selected as a leading Web site by top business, technology and consumer media, including PC

Magazine "Top 100 Web Sites," PC Week "Top Electronic Commerce Site" and USA Today "4-Star Web Site."

Founded in 1975, Microsoft (NASDAQ "MSFT"

) is the worldwide leader in software for personal computers. The company offers a wide range of products and services for business and personal use, each designed with the mission of making it easier and more enjoyable for people to take advantage of the full power of personal computing every day.

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