Gerald R. Ford International Airport

FOR IMMEDIATE RELEASE
January 27, 2014

Contact: Tara Hernandez
Marketing & Communications Manager, 616.233.6053
Or: thernandez@grr.org

Gerald R. Ford International Airport Launches Customer Rewards Program

Grand Rapids, MI – The Gerald R. Ford International Airport (GRR) has partnered with "Thanks Again," and will be the first airport in Michigan to offer airport travelers valuable rewards when they park, shop and dine at the airport.

This program allows airport passengers to automatically earn more frequent flyer miles or hotel points when they park, shop and dine at the airport. Once enrolled, travelers can also earn the same benefit at more than 160 airports and 20,000 neighborhood businesses across the U.S that are also program participants.

Enrollment in the program is free and easy. Passengers simply register any credit or debit cards at thanksagain.com/GRR and then use those cards for purchases at participating locations to earn one mile or two hotel points for every dollar spent. Points and Miles automatically accrue and new members will also receive 100 bonus miles when they enroll with a mobile device by texting FLYGRR to 82257.

"We are excited to offer our passengers the ability to earn rewards when they park, shop and dine at our airport," said Gerald R. Ford International Airport Executive Director Brian Ryks. "It is important we recognize our passengers and thank them for their decision to fly locally. These are rewards that travelers know and like, and can redeem for tickets, flight upgrades and countless other retail items. We are happy to be the first in our state to offer such a benefit and demonstrate that we are fully committed to providing an excellent customer experience."

In addition to the airport, local merchants can also participate in this program and allow these same passengers to earn miles and points at their place of business.

"Our best passengers tend to be core customers of many merchants outside of the airport. We see an opportunity for the airport to further extend its reach into the community by allowing local merchants to participate in this program and allow these same passengers to earn rewards at their local establishment. This opportunity is seamless, easy to implement and beneficial to everyone," said Ryks.

Gerald R. Ford International Airport

"We are excited to partner with the Gerald R. Ford International Airport and kick off a seamless airport-wide loyalty program," said Jay Ellis, SVP Network Development of Thanks Again®. This partnership with the Gerald R. Ford International Airport brings additional value to both the passenger and our network of airports and merchants as a whole. We are happy launch the program within the state of Michigan with the forward thinking team at GRR."

###

About Gerald R. Ford International Airport

The Gerald R. Ford International Airport (GFIA) is the second busiest airport in Michigan. The airport served over two million passengers in 2012 and over 6,000 travelers pass through GFIA each day. The Gerald R. Ford International Airport offers non-stop service to 23 major market destinations with 120 daily non-stop flights. The Gerald R. Ford International Airport is managed and operated by the Kent County Department of Aeronautics. GFIA generates over $500 million annually in economic activity throughout West Michigan and employs over 1,800 people. For more information on GFIA visit: www.flyford.org or follow the airport on Twitter: @FlyGRFord.

About Thanks Again, LLC:

Thanks Again®, headquartered in Atlanta, has uniquely established itself as a global loyalty coalition brand. Its turnkey loyalty and engagement solution links members of the most popular rewards programs to airport parking, airport shopping and dining operators and local businesses to stimulate commerce, loyalty and customer value. The *Thanks Again Rewarding Merchant Network* now spans over 160 airports and 25,000 local businesses and is rapidly expanding throughout North America and Latin America. Through direct partnerships with the three leading international payment card networks, Thanks Again is positioned for significant global expansion in enrolled members, loyalty reward partners, airport clients and off-airport businesses.