

Press Release

TERMINALFOUR LANDS WEB CONTENT MANAGEMENT CONTRACT WITH AER LINGUS

- *Aer Lingus aims to make its website one of the most interactive, personalised and usable airline websites in the world.*
- *New content managed website enables Aer Lingus brand managers to introduce fully integrated marketing campaigns and enhance SEO strategies*

Dublin, Ireland – 16th March 2010

TERMINALFOUR, one of the world's leading web content management companies, today announced it has landed the web content management contract for the new Aer Lingus website. TERMINALFOUR's content management solution - Site Manager - will increase international website traffic and deliver personalised customer searches.

Aer Lingus, Ireland's national carrier, flies over ten million passengers a year to seventy-two destinations throughout the world. Aerlingus.com is its primary sales channel accounting for well in excess of 75% of all flights booked. Aer Lingus aims to make its website one of the most interactive and usable airline websites in the world. To realise this vision, it required a web content management (WCM) solution that could address the limitations of its previous content management system. TERMINALFOUR was chosen based on its competitive pricing model, easy-to-use software and high-profile customer base.

Aer Lingus wanted to eliminate the barriers to a quality end-user experience which included timeouts on web pages, limited interactive capabilities and incompatibility with the latest communication devices. In addition, Aer Lingus brand managers wanted a website that could provide fully integrated marketing campaigns, enhance SEO strategies and enable last-minute special offers. The previous system was restrictive in terms of content publishing.

TERMINALFOUR is providing Aer Lingus with its flagship web content management solution TERMINALFOUR Site Manager. Its easy-to-use publishing capabilities have devolved content creation across the airline allowing for the immediate creation of online campaigns, special offers and customer give-aways. At a moments notice targeted landing pages for specific promotions, such as for ski

destinations – www.lastminuteski.flights.ie -, can be created within the Aer Lingus and partner sites. This will result in better SEO campaigns and greater exposure for Aer Lingus online.

The new Aer Lingus website will create the platform for additional revenue generating services online.

Ronan Fitzpatrick, head of e-commerce, Aer Lingus, said “Aer Lingus is currently undergoing a systems review process. As part of this redevelopment we wanted to put a content management platform in place to help deliver the full revenue potential of the Aer Lingus website. We needed a web content management solution with the core features and capabilities to create a dynamic online representation of the Aer Lingus brand. TERMINALFOUR’s impressive client list of the world’s leading brands convinced us they were the right partner for us.”

David Miller, chief operations officer, TERMINALFOUR, said, “Aerlingus.com is an integral part of the future strategic direction of the company. With such a mission critical part of its commercial operations dependent on the site, the choice of web partner was vital to Aer Lingus. TERMINALFOUR’s experience in rolling-out large scale web projects to hundreds of university, public sector and commercial customers convinced Aer Lingus that we were the right company to successfully deliver a project of such magnitude.”

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About TERMINALFOUR

TERMINALFOUR is a leading developer of ‘out-of-the-box’ enterprise web content management software. Its systems enable medium and large sized organisations to improve the delivery and communication of information through various channels including websites, personalised portals, intranets, extranets and emerging media. It is the number one supplier to third level education institutions in the UK, with 30% of the top fifty universities now clients, as well as being the public sector leader in Ireland. Customers include IDA Ireland, Shannon Development, the department of the Environment, Heritage and Local Government, University of Manchester, University of Oxford, the United Nations and Tesco. TERMINALFOUR recently achieved its sixth successive appearance in the Technology Fast 50, More information on TERMINALFOUR is available at www.terminalfour.com

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