

SWITCHFLY SIGNS VISUAL CONTENT DISTRIBUTION AGREEMENT WITH ICEPORTAL

San Francisco, CA and Hollywood, FL – 4/10/19 – Leading visual content curator and distributor in the travel and hospitality industry, IcePortal, has just signed an agreement with Switchfly, a travel ecommerce platform that powers dynamic packaging, loyalty and other online travel solutions for airlines, financial services companies, hotels and other travel brands. This agreement will allow travelers using Switchfly technology around the world to browse travel more efficiently with high resolution visuals.

IcePortal provides a visual content management system (CMS), where travel suppliers can organize, optimize and distribute photos, virtual tours. Ice curates this content and distributes it to thousands of distribution partners and over 11 million global consumers monthly. This optimized content and Ice's large network of distribution partners, increases engagement and booking conversion for its customers.

Through the company's data-driven approach and its global network of ancillary merchandise for activity, air, car, hotel and insurance, Switchfly allows brands to optimize their inventory and revenue management and create relevant, personalized experiences for their customers. Switchfly partners with many of the globe's best-recognized airlines (including American Airlines, LATAM and Avianca); loyalty programs (including IAG Avios and American Airlines Advantage); hospitality groups (including InterContinental Hotels Group, Marriott International and Starwood Hotels and Resorts); and financial service companies (including American Express and MasterCard). "We're excited to partner with Switchfly and optimize the user experience for those using their platform, while extending distribution for our hotel and resort partners" said IcePortal President, Henry Woodman.

"Loyalty programs were never just about rewards accrual and redemption," said Alan Josephs, EVP Product & Marketing of Switchfly. "Today, experiences matter more than ever. By aligning with IcePortal we expand our content quality to our clients, allowing them to access thousands of hotels visual content.

About IcePortal

IcePortal is a technology and marketing company that helps travel suppliers manage, curate and deliver their visuals to 1000s of online travel and travel related websites – including major OTAs, GDSs, DHISCO (Formerly Pegasus,) Search Engines & Local Directories, and Social Networks. IcePortal is a subsidiary of the Shiji Group. Shiji is at the forefront of Chinese IT development providing the hospitality, food service, retail and entertainment industry with a complete and modern technology stack that is secure, scalable and ready for the future. To find out how IcePortal can work for you or to learn more about our company please visit www.ICEPortal.com or for Shiji Group's solutions go to www.shijigroup.com

For more information about IcePortal please contact:

Michael Pardo, SVP Sales & Marketing IcePortal Inc.

+1(954)893-6778

Mike@IcePortal.com

About Switchfly

Switchfly is a leading travel ecommerce platform that powers dynamic packaging, loyalty and other online travel solutions for airlines, financial services companies, hotels and other travel brands across the globe, helping them drive incremental revenues, maximize conversion rates and increase consumer engagement. Through the company's data-driven approach and its global network of ancillary merchandise for activity, air, car, hotel and insurance, Switchfly allows brands to optimize their inventory and revenue management and create relevant, personalized experiences for their customers. Switchfly partners with many of the globe's best-recognized airlines (including American Airlines, LATAM and Avianca); loyalty programs (including IAG Avios and American Airlines Advantage); hospitality groups (including InterContinental Hotels Group, Marriott International and Starwood Hotels and Resorts); and financial service companies (including American Express and MasterCard). For more information, please visit www.switchfly.com.

For more information about Switchfly please contact:

Danielle Smith

dsmith@thinkinkpr.com

Switchfly

500 3rd Street / San Francisco / California 94107

www.switchfly.com