



Delta Offers Customers New Award Ticket Functionality at delta.com

Convenient, New Features Unveiled Today; delta.com Award Travel Reservations Are Up 150 Percent

IdeaWorks was referenced in this Delta press release - - see italics.

ATLANTA, Dec. 6, 2005 (PRIMEZONE) -- Delta Air Lines today announced improvements to delta.com that provide customers with more convenience and control when redeeming miles for Award Tickets online. In addition to existing Award Ticket functions at delta.com, members can now hold, retrieve, change or cancel Award Tickets with just a few clicks of a mouse.

"We're dedicated to making it easier, faster and more convenient for our customers to plan and book award travel online," said Jeff Robertson, managing director of the SkyMiles program. "These new features are important to the rapidly growing number of customers who make delta.com their first stop when planning travel."

The new delta.com Award Ticket features enable members to:

- Hold an Award reservation before finalizing travel plans and redeeming miles
- Change an Award reservation that has not yet been finalized
- Cancel an Award reservation and redeposit miles
- Retrieve a previously held Award reservation to redeem or change the reservation

Delta SkyMiles members can search for and book Award Tickets to more than 200 worldwide destinations at delta.com/awardsite, and many are doing so already. ***Award Ticket bookings on delta.com have increased by more than 150 percent compared to last year. According to The IdeaWorks Company, an independent airline consulting firm, Delta led the industry in Award Ticket redemption in 2004 with 2.9 million redeemed tickets, and the airline expects total Award Ticket redemptions to be approximately the same in 2005.***

At delta.com, customers can avoid ticketing fees and receive 1,000 bonus miles for every flown Award Ticket redeemed online. They also can calculate required award mileage, check in for flights and much more.