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Press Release

AirAsia X and AirTran Airways Help Fill the Skies with Premium Tickets for the International Online Travel Auction for Kids

Business class tickets to international and domestic destinations and elite-status for a year join list of 150+ items.

Shorewood, Wisconsin (January 25, 2010) . . . The 6th **International Online Travel Auction for Kids**, the world's largest online travel auction to benefit children, kicks off on March 1, 2010. The 2010 event will be the biggest ever with a wider array of international destinations, new donor companies such as AirAsia X, and the return of AirTran as a major donor. All money raised from the auction benefit abused children in resource-poor countries. The Kids First Fund recently advanced \$10,000 from the proceeds expected from this event as an emergency grant to benefit children in Haiti.

The auction begins March 1 and will be conducted in three phases, with the final phase ending March 15. Airline tickets, luxury hotel stays, exclusive wine estate tours, film festival packages, and the perk of year-long elite status in major frequent flier programs are included in this year's auction items. Detailed information can be found at www.KidsFirstAuction.com.

International travelers will have the opportunity to bid on nine business class tickets on AirAsia X valid for any of the carrier's nine destinations: Abu Dhabi, Beijing, Brisbane, Chengdu, Melbourne, Perth, Shanghai, Taipei, and London. Starting this year the carrier will introduce the innovation of lie-flat beds that provide a cocoon of privacy and comfort for cost-conscious business travelers on all AirAsia X routes.

"AirAsia X embraces the opportunity to participate in this year's auction in a big way with the possibility of bidders enjoying travel to any destination served from our Kuala Lumpur hub. Placing our new lie-flat beds up for auction provides the perfect solution," said Azran Osman-Rani, chief executive officer of AirAsia X. "The Kids First Fund allows AirAsia X to help children in a region closer to our Europe-based customers."

In addition to the international airline tickets, AirTran has donated business class tickets to any US destination including Key West, Phoenix, Orlando, San Francisco, Seattle, Washington DC, and its new hub at Milwaukee, Wisconsin.

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AirTran has also provided the auction with certificates valid for one year of Elite status in its A+ Rewards program. Elite level benefits include business class upgrades (40 minutes prior to departure or at time of booking for Y and B fares), complimentary seat assignments, express check-in, fast track security, waiver of first and second bag fees, and many more features.

“AirTran supported this auction since it was launched and was the recipient of the **2009 Kids First Auction Partner Award** for the highest amount raised by a single company,” said Jay Sorensen, president of the Kids First Fund. “The carrier's nationwide flight network with hubs in Atlanta, Baltimore, and Milwaukee, when combined with the comfort of business class, makes these items a perennial auction favorite.”

The funds from this year's auction will help children in the poorest regions of eastern Europe. Countries such as Latvia and Moldova have been particularly punished by the global recession. Projects in Latvia include a new \$1.1 million family shelter in a region where mothers and children have been hit hard by economic collapse. Programs in Moldova will reach into desperately poor rural areas of this former Communist republic to identify abused and abandoned children and get them to safe place.

The **International Online Travel Auction for Kids** reaches a worldwide audience with past bidders residing in the United States, Canada, Australia, India, United Kingdom, Brazil, Germany, South Africa, and Russia. Airlines, hotels, and other travel-related companies have included those based in Europe, Russia, Australia, Canada, the Middle East, and United States. The auction action starts March 1, 2010 with three separate 7-day auctions scheduled for the Kids First Fund page at eBay.com.

Auction Details

- Pre-auction website: KidsFirstAuction.com
- 1st auction group: March 1, 2010 (7-day auction)
- 2nd auction group: March 8, 2010 (7-day auction)
- 3rd auction group: March 15, 2010 (7-day auction)
- More information is available at KidsFirstAuction.com.
- eBay auction name: KidsFirstFund

About the Kids First Fund. The Kids First Fund helps abused and abandoned children. We protect children from abuse. We empower young adults with a positive future. We strengthen families. We build awareness of child abuse. We operate in countries where resources are very limited. The Kids First Fund is a very efficient non-profit organization and does not incur any expenses since all staffing and services are donated. The organization has been granted special consultative status with the Economic and Social Council of the United Nations. Learn more at KidsFirstFund.org.