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News Release

Gulf Air, Tune Hotels, and Virgin America Receive Kids First Teddy Bear Awards

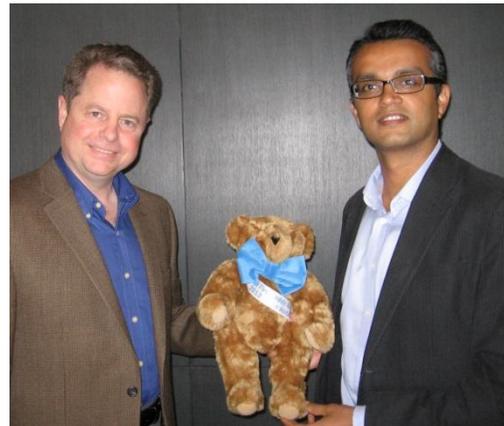
The Kids First Fund honors key supporters of the 2012 International Online Travel Auction for Kids.

Milwaukee, Wisconsin (November 20, 2012) . . . The final bidding has closed on the 2012 International Online Travel Auction for Kids and it's time to recognize three star performers associated with this year's event.

- **Virgin America** donated airline travel to any US destination that generated total bid activity in excess of \$1,700, more than any other single corporate donor.
- **Tune Hotels** of Asia provided 30 packages – an astounding number of auction items - which included hotels in Indonesia, Malaysia, Philippines, Thailand, and the United Kingdom.
- **Gulf Air** was selected as the winner of the 2012 Family Friendly Airline Award in a Facebook poll prior to the auction.

Tune Hotels and Gulf Air received a **Kids First Teddy Award** in recognition of their support for this year's auction. Each bear has been custom crafted by the Vermont Teddy Bear Company with the logo of the Kids First Fund and a sash recognizing the recipient company. Virgin America will receive its award at the MEGA Awards Gala event on November 27, 2012 in San Diego. Phil Seward, director of loyalty for Virgin America, will accept the award.

"This year's auction was a global event because of donor airlines, hotels, and travel companies from all over the world," said Jay Sorensen, president of the Kids First Fund. "The event will become bigger for 2013 through a new association with the Mega Awards." Top donor companies for the 2013 International Online Travel Auction for Kids will be recognized at next year's Mega Awards Gala, which has become the leading recognition event for genuine innovation in the airline and travel industry.



Mitul Lakhani (right), CFO of Tune Hotels, receives a Teddy Bear Award from Jay Sorensen, president, Kids First Fund.

Donor companies for the 2012 auction included: Airphil Express, Avis Car Rental, Choice Hotels, Estonian Air, Gogo Inflight Internet, Gulf Air, Hilton HHonors, Pegasus Airlines, SATA Air Acores, Tune Hotels, Vietnam Airlines, Virgin America, Virgin Australia, and Wyndham Hotels and Resorts.

About the Kids First Fund: The Kids First Fund helps abused and abandoned children. We protect children from abuse. We empower young adults to seek a positive future. We strengthen families. We build awareness of child abuse. We operate in countries where resources are limited. The Kids First Fund 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 and KidsFirstAuction.com.

About the MEGA Awards: The Mega Awards were created to honor genuine innovation in the airline and travel industry. The November 27, 2012 event represents the third annual award recognition of innovative campaigns, products, and people in the areas of ancillary revenue, loyalty marketing, and social media. The Mega Awards Gala is held in conjunction with the Mega Event, which is an annual loyalty marketing and ancillary revenue conference attended by 400+ airline and travel industry executives from all over the world. Learn more at AirlineInformation.org/mega-awards-12

About the Vermont Teddy Bear Company: The Vermont Teddy Bear Company has been making the best Bears in the Universe for over twenty years - and every bear is lovingly designed, cut, sewn, stuffed, and stitched right here in Vermont. We are proud to be one of the top-rated stores on the Internet. As a BizRate.com Circle of Excellence Platinum Award-Winner, we have been recognized by online shoppers, year after year, as one of the "best of the best" online stores. Learn more at VermontTeddyBear.com.

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