



For Immediate Release

NewLeaf goes 'All In' with Jump On's Bid Sprints™

*Successful bids announced weekly for confirmed holiday flights to/from Calgary Dec 17 - Jan 8
NewLeaf holiday flight cities include Abbotsford, Calgary, Hamilton, Moncton and Halifax*

Calgary, AB (Oct 20, 2016) – Jump On Flyaways has partnered with NewLeaf Travel Company to provide its online bidding system (**Bid Sprints™**) for confirmed NewLeaf flights to/from Calgary over the holiday season.

Jump On's **Bid Sprints™** technology allows customers to achieve additional savings on NewLeaf's already discounted holiday pricing by bidding for seats on flights arriving or departing Calgary International Airport during the Christmas holiday season (Dec 17- Jan 8). Successful bidders will be confirmed weekly.

"We're excited to launch NewLeaf holiday flights serving Abbotsford, Calgary, Hamilton, Moncton and Halifax from Dec 17 to January 8," says Jim Young, CEO NewLeaf. "We're equally pleased to partner with Jump On to open up online bidding on all of our approximately 6,900 seats on 44 flights. We're serious about bringing low fares to Canadians and will use innovative concepts like **Bid Sprints™** to do just that."

Bid Sprints™ is the newest feature to be added to Jump On's unique online bidding platform. "We're offering nine weekly Monday to Sunday **Bid Sprints™** on all 44 of NewLeaf's Calgary-centric flights and will confirm the successful bidders every Monday. Using this process 'Jumpers' can lock-in their travel plans up to two months prior to their confirmed departure," explains Jump On spokesperson Sean Jewett.

"Over the past three years, Jump On has developed a large database of Jumpers in the Calgary area that are frustrated with being gouged by the big airlines, particularly at busy travel times. We encourage Jumpers to take advantage of this unique opportunity to visit friends and family over the holiday period at an amazing low price."

Jewett explained that customers who are not comfortable using the bidding-for-seats concept on confirmed flights, can also purchase low-cost tickets directly from NewLeaf at www.gonewleaf.ca.

How the Bid Sprints™ concept works:

1. Jump On will manage **NINE** (9) weekly **Bid Sprints™** for NewLeaf flights departing and arriving Calgary from December 17 to January 8.
2. Flights included:
 - a. Departing YYC Dec 17 - Jan 8: Calgary to Abbotsford, Hamilton, Moncton and Halifax.
 - b. Arriving YYC Dec 17 - Jan 8: Abbotsford, Hamilton Moncton and Halifax to Calgary.
3. Each week ending Sunday at midnight EST, bids are collected by Jump On.
4. First **Bid Sprint™** ends midnight EST Sunday October 23. Final **Bid Sprint™** ends Sunday December 18.
5. No later than Noon EST each Monday, NewLeaf will accept reasonable bids and notify successful bidders.
6. Bids that are not accepted will expire at Noon EST each Monday.
7. Unsuccessful bidders are invited to re-bid the following week.
8. All bids are binding; credit cards must be provided when bid is submitted.

Are you a Jumper?    

jumper - (juhm-per)

noun

1. British. A pullover sweater.

2. A person or thing that jumps.
3. ***An adventurous and flexible traveller that's always ready to Jump when the right flight deal comes along.***

About Jump On

Founded in 2013, Jump On is a technology and marketing company based in Calgary, Alberta. By activating idle aircraft and filling unsold airline seats, Jump On creates and promotes unique low cost flight products that provide Jumpers up to 80% off typical airline fares.

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For more information, interviews or hi-rez visuals, please contact:

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