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**FOR IMMEDIATE RELEASE:**



## **CheapOair Jingles All the Way to One Million App Downloads** *Leading Online Travel Agency Promotes Mobile App Downloads at the Holidays with Month-Long Giveaways*

**NEW YORK, NY – (December 4, 2012)** – Today, leading online travel agency [CheapOair](http://CheapOair.com) announced that it is promoting its award-winning mobile apps with month-long giveaways, targeting the next generation of travelers who are most likely to search for and book travel on a smartphone. For the past seven years, CheapOair.com has helped customers travel the world for less during the holidays and this year, travelers will be able to get the same savings from the palm of their hand via their iPhone, iPad and Android devices.

Over 850,000 customers have already downloaded the app thus far, with noted popularity among younger customers. As CheapOair nears one million app downloads, the company is rewarding new customers with a chance to win select prizes. From December 12, 2012 to January 12, 2013, every 250<sup>th</sup> customer to download the CheapOair app will receive a \$25 American Express gift card, while every 500<sup>th</sup> download will receive a \$50 American Express gift card. All winners will be notified with a message on their app home screen, and will only need to provide their home address to receive the gift card. Once CheapOair reaches its one millionth download, one lucky winner will be chosen at random to win a new iPad, complete with the CheapOair app, and roundtrip tickets for two to any continental US destination.

Through its vast suite of mobile apps, CheapOair takes the stress out of hectic travel planning by providing an easy-to-use design for booking holiday travel. Given recent data showing how mobile app booking is preferred over desktop booking for those traveling within the next seven days, college students and working professionals alike are making smartphones and tablets the favored method of last minute travel arrangements.

CheapOair continues to give the smartphone generation anywhere, anytime access to the best fares and rates with the latest features and technology.

To download and learn more about CheapOair's suite of mobile apps, visit [www.cheapoair.com/mobile](http://www.cheapoair.com/mobile). Also be sure to follow CheapOair on [Facebook](https://www.facebook.com/cheapoair) and [Twitter](https://twitter.com/cheapoair) for updates throughout the giveaway period.

**ABOUT CHEAPOAIR**

As a leading supplier of [cheap airfares](#), [hotel reservations](#), [car rentals](#) and [cheap vacation packages](#), CheapOair offers value and convenience to savvy shoppers looking for affordable, one-stop travel solutions. Their portfolio of products includes car rentals that start at just \$10 a day, over 100 million airfares on 400 global airlines, 100,000 negotiated hotels and vacation packages, and the lowest guaranteed airfares. CheapOair is now available anywhere via the CheapOair Mobile App for [Android](#), [iPhone](#), [Windows](#) and the [CheapOair mobile](#) site.

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