

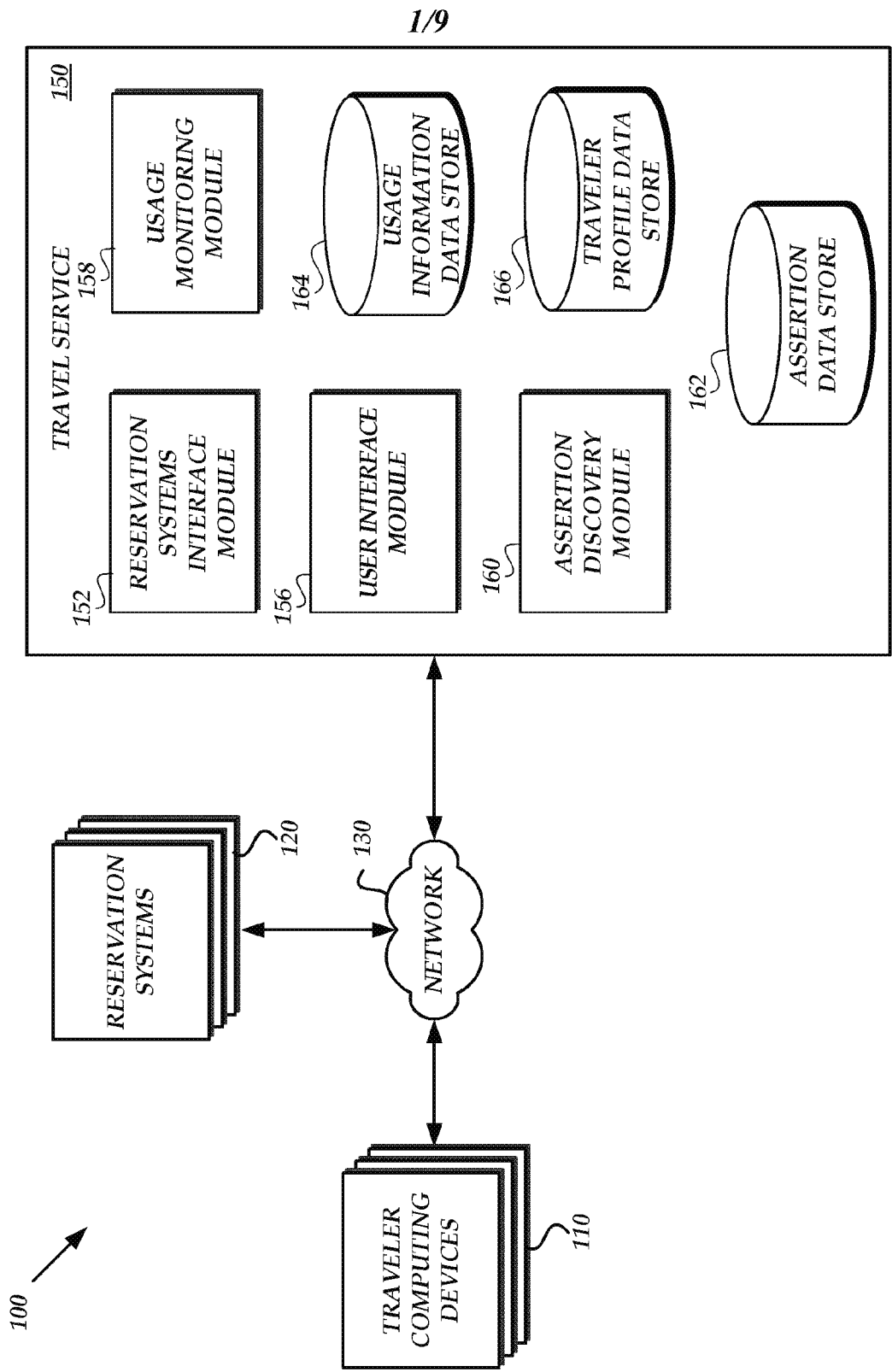


Fig. 1.

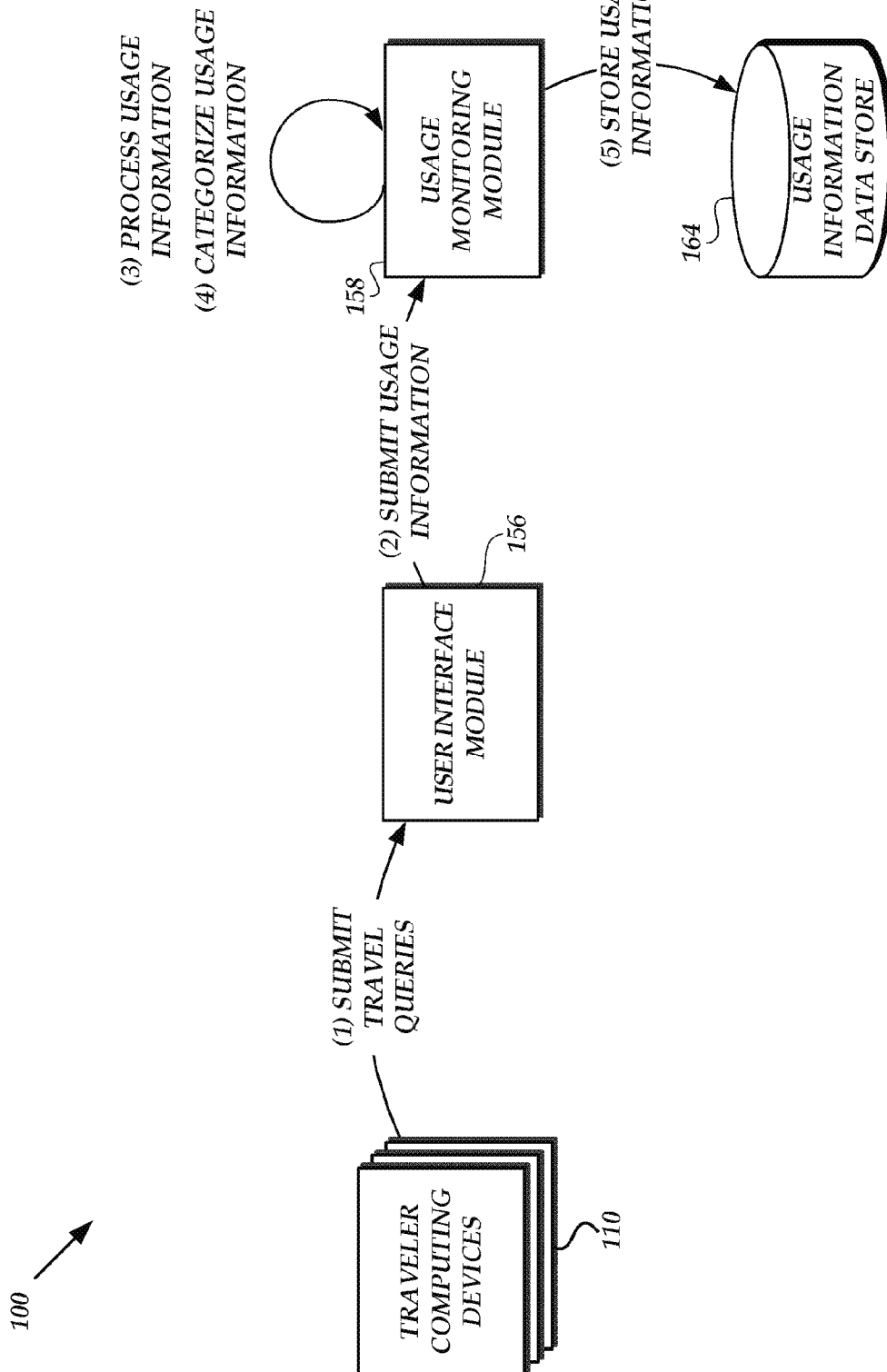


Fig. 2A.

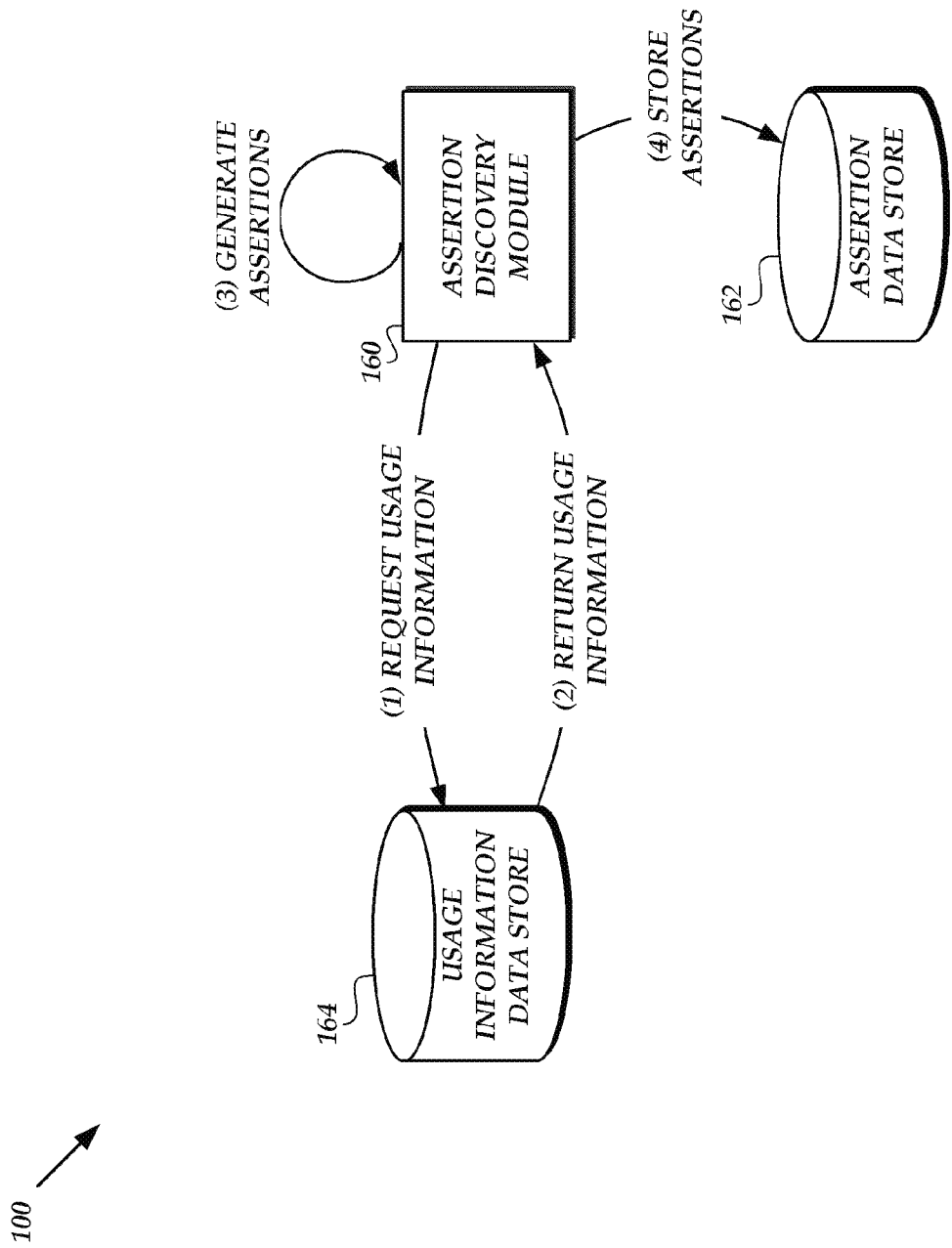


Fig. 2B.

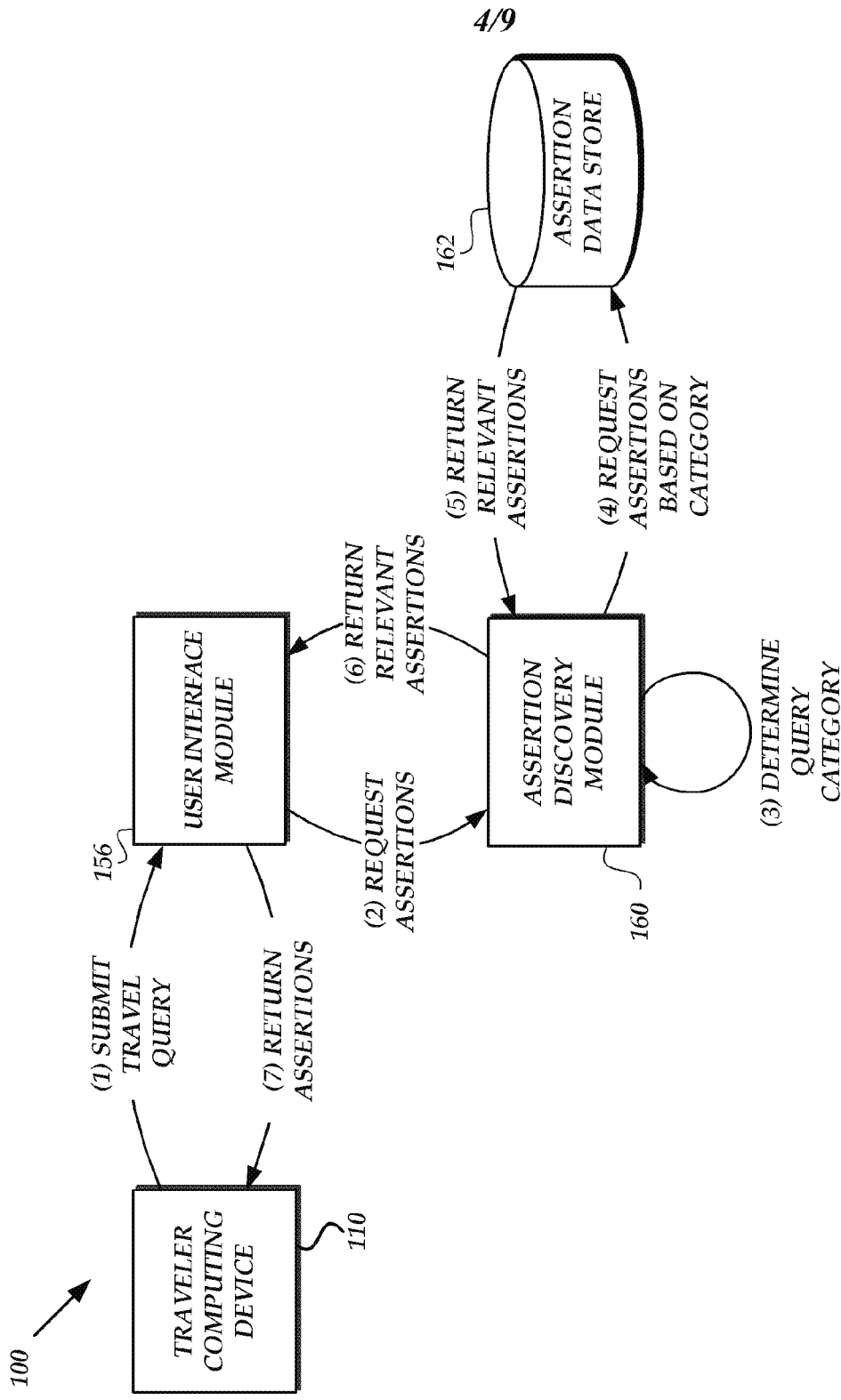


Fig.2C.

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NEW FLIGHT SEARCH

DEPARTING FROM

SEATTLE, WA (SEA)

ARRIVING AT

DALLAS, TX (DFW)

DEPARTING

01/01/2013

RETURNING

01/07/2013

SEARCH

DISCOVERY SEARCH

OF 9585 BUSINESS TRAVELLERS...

85% BOOKED A NON-STOP FLIGHT

60% FLEW TO DALLAS LOVE FIELD (DAL)

45% SEARCHED FOR FLIGHTS ON AIRLINE A

SEATTLE, WA TO DALLAS, TX

TUE., JAN. 1 - MON., JAN 7

CHOOSE YOUR DEPARTING FLIGHT

AIRLINE	DEPARTS	ARRIVES	DURATION	PRICE
AIRLINE A	9:55 AM SEATTLE (SEA)	6:25 PM DALLAS (DFW)	6HR 30M 1 STOP SAN FRANCISCO	\$291 SELECT
AIRLINE B	5:40 AM SEATTLE (SEA)	1:21 PM DALLAS (DFW)	5HR 41M 1 STOP DENVER	\$303 SELECT
AIRLINE A	3:35 PM SEATTLE (SEA)	9:15 PM DALLAS (DFW)	3HR 40M NON-STOP	\$368 SELECT
MULTIPLE AIRLINES	5:40 AM SEATTLE	1:24 PM DALLAS	5HR 44M 1 STOP	\$400

Fig.3A.

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DEPARTING FROM

SEATTLE, WA (SEA)

ARRIVING AT

DALLAS, TX (DFW)

DEPARTING

01/01/2013

RETURNING

01/07/2013

SEARCH

DISCOVERY SEARCH

OF 5312 BUSINESS TRAVELLERS...

77% FLEW TO ON AIRLINE A

50% SEARCHED DEPARTING JAN. 3, 2013

15% FLEW TO DALLAS. LOVE FIELD (DAL)

SEATTLE, WA TO DALLAS, TX

TUE., JAN. 1 - MON., JAN 7 NON-STOP

CHOOSE YOUR DEPARTING FLIGHT

AIRLINE	DEPARTS	ARRIVES	DURATION	PRICE
AIRLINE A	3:35 PM SEATTLE (SEA)	9:15 PM DALLAS (DFW)	3HR 40M NON-STOP	\$368 SELECT
AIRLINE B	12:15 PM SEATTLE (SEA)	6:01 PM DALLAS (DFW)	3HR 46M NON-STOP	\$446 SELECT
AIRLINE B	7:00 AM SEATTLE (SEA)	12:46 PM DALLAS (DFW)	3HR 46M NON-STOP	\$489 SELECT
AIRLINE A	8:50 AM SEATTLE	2:40 PM DALLAS	3HR 50M NON-STOP	\$489 SELECT

Fig.3B.

FLIGHT SEARCH

LINKS

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NEW FLIGHT SEARCH

DEPARTING FROM

SEATTLE, WA (SEA)

ARRIVING AT

DALLAS, TX (DFW)

DEPARTING

RETURNING

01/01/2013

01/07/2013

SEARCH

DISCOVERY SEARCH

OF 3517 BUSINESS TRAVELERS...

83% BOOKED FROM THIS SEARCH

78% FLEW TO ON AIRLINE A

20% SEARCHED RETURNING JAN. 10, 2013

SEATTLE, WA TO DALLAS, TX

TUE., JAN. 3 - MON., JAN 7 NON-STOP

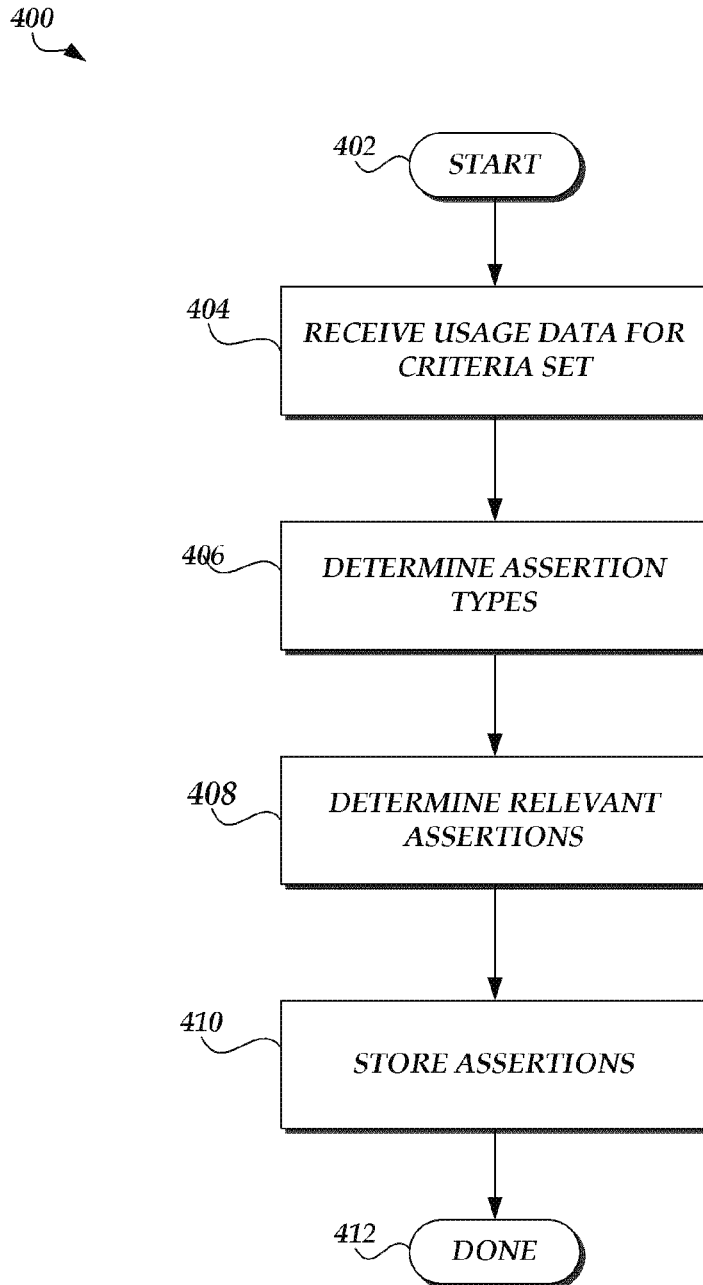
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CHOOSE YOUR DEPARTING FLIGHT

AIRLINE	DEPARTS	ARRIVES	DURATION	PRICE
AIRLINE A	3:35 PM SEATTLE (SEA)	9:15 PM DALLAS (DFW)	3HR 40M NON-STOP	\$250 SELECT
AIRLINE A	8:50 AM SEATTLE (SEA)	2:40 PM DALLAS (DFW)	3HR 50M NON-STOP	\$270 SELECT
AIRLINE B	12:15 PM SEATTLE (SEA)	6:01 PM DALLAS (DFW)	3HR 46M NON-STOP	\$446 SELECT
AIRLINE B	7:00 AM SEATTLE (SEA)	12:46 PM DALLAS (DFW)	3HR 46M NON-STOP	\$489 SELECT

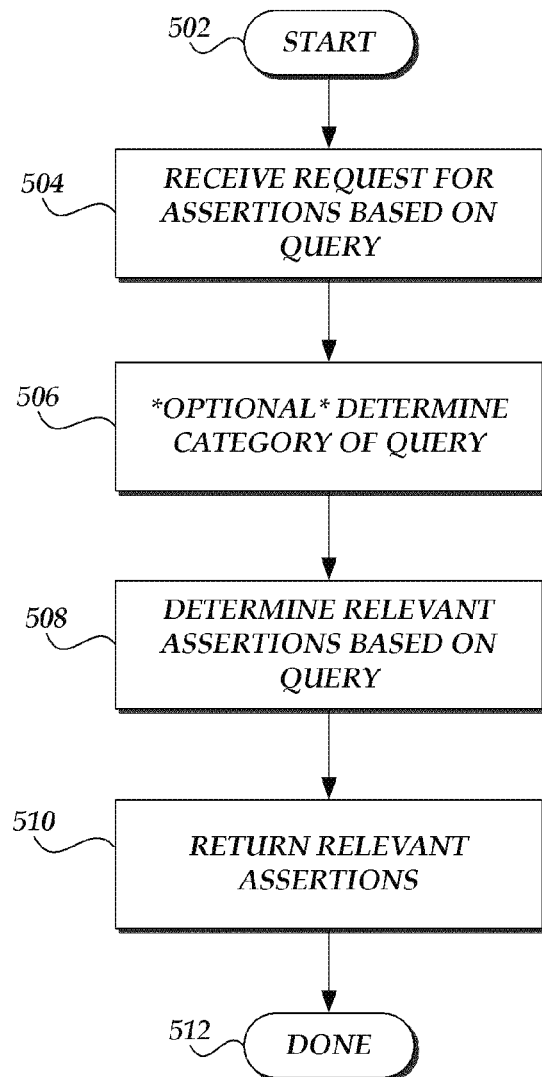
Fig.3C.

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*Fig. 4.*

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*Fig.5.*