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# FlightNetwork.com Names Gail Rivett to Executive Team

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TORONTO, ONTARIO, Nov 16 (MARKET WIRE) --  
FlightNetwork.com, one of Canada's leaders in online travel, today announced the appointment of Gail Rivett to the newly created position of Chief Marketing Officer. In her new role, Rivett will oversee the areas of online and offline marketing, analytics, public relations, affiliate and third party relationships.

"After a lengthy search, we are thrilled to welcome Gail onboard to grow the FlightNetwork.com brand and strengthen the executive management team," said Naman Budhdeo, CEO of FlightNetwork.com. "Gail's extensive experience in building profitable brands for Canadian media leaders such as Astral Media and Alliance Atlantis will be invaluable as we build an integrated marketing approach to further position FlightNetwork.com as the smart choice for our customer's online travel needs."

With over 20 years of experience successfully creating and developing leading brands in the media, digital and technology industries, Rivett is known as a strong strategic leader with the ability to drive growth in Canadian and global markets.

Prior to joining FlightNetwork.com, Rivett held the position of VP, Consumer Marketing for Astral Media where she was responsible for driving the acquisition and retention of monthly subscribers to digital and linear brands such as HBO Canada, The Movie Network, Family and Playhouse Disney. Previous to Astral, Rivett worked for than 10 years at Alliance Atlantis Communications Inc, last serving as Senior Vice President, Marketing and Publicity. There, she led the marketing and publicity groups for 13 specialty channels, including Slice, HGTV, Food Network, Showcase, History, BBC Canada and National Geographic. She was also responsible for the international marketing and promotion of the leading television franchise: CSI, CSI: New York; and CSI: Miami. Rivett has also held senior strategic positions at mDialog.com, TVOntario and Suncor Inc.

Rivett holds a Bachelor of Mathematics, with a Major in Computer Science and Minor in Business from the University of Waterloo.

About FlightNetwork.com ([www.flightnetwork.com](http://www.flightnetwork.com))

As one of Canada's leaders in online travel, FlightNetwork.com's proprietary flight booking engine offers consumers the advantages of last second booking, searches of over 250 airfares per transaction and unique mix and match fares for that allow booking on different airlines for departure and return flights to get the lowest fares possible.

FlightNetwork.com powers flight search results to MSN.ca's large and diverse online audience.

FlightNetwork.com advertises and delivers the 'lowest airfares from the top airlines' by offering consumers access to over 2 million bulk rates negotiated with major airlines. Backing up Flight Network's award winning online service are 65 insightful and well travelled flight specialists in the FlightNetwork.com call centre.

FlightNetwork.com was recently named to the 22nd annual PROFIT 100 ranking of Canada's Fastest Growing Companies by PROFIT Magazine.

Ranking Canada's Fastest-Growing Companies by five-year revenue growth, the PROFIT 100 profiles the country's most successful growth companies. Published in the June issue of PROFIT and online at PROFIT100.com, the PROFIT 100 is Canada's largest annual celebration of entrepreneurial achievement.

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