



Brian Kelly is The Points Guy. Passionate about travel and addicted to adventure since a youth, Brian's worldwide jetsetting earned him elite status with US Airways by his sophomore year in college.

After graduating from the University of Pittsburgh, Brian became a recruiter for a major investment bank and became a road warrior for a living, traveling over 125,000 miles annually and spending over 50 nights a year in hotels while on the job. In 2010, Brian brought his insights and passion for travel to the masses and became "The Points Guy," sharing his travel points knowledge with eager consumers across the globe via his website, ThePointsGuy.com. Due to the massive amount of interest in his tips and advice, Brian left his job on Wall Street in June 2011 to work full-time as a travel blogger and consultant. He has since been featured in *The New York Times*, *Conde Nast Traveler*, *The Los Angeles Times*, *The Independent*, and on CNN, *The Today Show*, and Fox News, among others, and presents at various frequent flyer conferences such as The New York Times Travel Show.

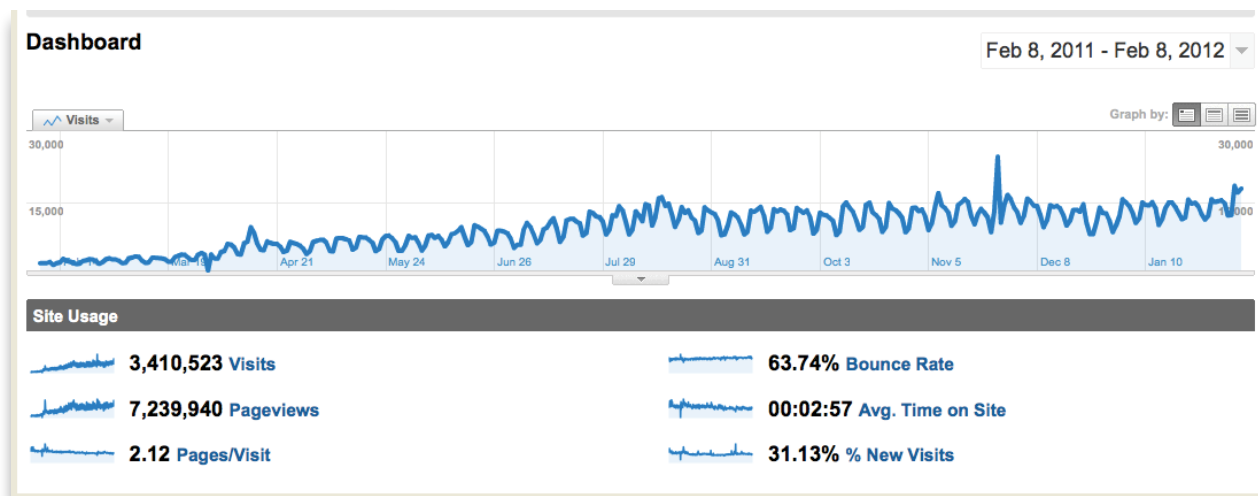
Brian consults regularly with airline and hotel loyalty programs, as well as individual travelers, and dishes out his signature tips and advice via Twitter, where he can be followed @ThePointsGuy.



READERSHIP:

ThePointsGuy.com has a devoted readership that is growing steadily each month. According to our Google analytics, in the past year, the site has received over 3.4 million visits and 7.2 million page views with visitors spending an average of 3 minutes on the site and viewing at least 2 pages per visit. During the past month alone, the site drew over 441,000 visits and nearly 870,000 page views.

These figures are all the more impressive because this growth and traffic is completely driven through grassroots, strategic partnerships with other bloggers and citations in large national outlets including the New York Times, the LA Times, Conde Nast Traveler, The Today Show on NBC and Huffington Post Travel.



NEXT LEVEL PLANS:

- Self-Help and How-To Books: Guides on everything from maximizing airline miles for each airline, the ins and outs of elite status, the best credit cards for every consumer, beating the airlines' and hotels' point systems and more.
- City Guides: Taking Brian's inside knowledge of various destinations as well as his network of readers and contacts to create a travel guide for urban sophisticates expecting premium lodging, dining and experiences with a savvy points-earning edge.
- TV Shows: Taking The Points Guy to television is a natural next step for the brand and Brian has several strong show ideas and has been approached by a number of leading production companies.
- Travel Insurance: With an endlessly packed schedule and ever-expanding roster of destinations, Brian is an ideal candidate to be a spokesperson for travel insurance firms like TravelGuard or World Nomads.
- Luggage: To date, there are few spokespeople for luggage lines geared toward the mid-market everyday traveler. People need guidance and Brian is qualified and eager to give it to them. The ideal brand partnership is Tumi.



PRINT MEDIA:

New York Times, In Transit Blog Q&A

"It's the Season to Earn, and Spend, Points":

<http://intransit.blogs.nytimes.com/2011/11/29/qa-its-the-season-to-earn-and-spend-points/>

New York Times, Frugal Traveler,

"Are Your Miles a Mess, Here's How to Put Them to Use":

<http://frugaltraveler.blogs.nytimes.com/2011/04/12/are-your-miles-a-mess-heres-how-to-put-them-to-use/>

Los Angeles Times, December 25, 2011

"On the Spot: The cost of frequent flier mile":

<http://articles.latimes.com/2011/dec/25/travel/la-tr-spot-20111225>

VIDEO/INTERVIEWS:

NBC Live Miami at 11, February 9, 2012,

"The Points Guy":

http://web29.streamhoster.com/pulse2/fifteenminutes_wtvj020912_11am_briankelly_1.wmv

NBC NY New York Nightly News, November 29, 2011

"The Points Guy Comments on American Airlines' Bankruptcy":

<http://www.youtube.com/watch?v=D6fGEYg3pzi>

BNN Canada, September 21, 2011

"Talking with The Points Guy":

http://thepointsguy.com/wp-content/uploads/2012/02/BNN_ca-.mov

Brian will be speaking at the NY Times Travel Show on March 4 and headlining the two biggest frequent flyer conferences: Frequent Traveler University and The Chicago Frequent Traveler Seminars as well as co-hosting of the Freddy Awards—the top loyalty program award program.