

Press Release

Iberia first to enhance website offering with Amadeus' Activities & Entertainment destination services platform

- *Iberia becomes first airline to make over 7,000 bookable destination products and services available in over 400 destinations worldwide to air travellers*
- *Amadeus Activities & Entertainment destination services platform delivers new cross-sales revenues to airlines – and makes Iberia.com a true one-stop travel shopping experience*

Madrid, Spain, 1 April, 2008: Amadeus, a global provider of technology solutions to the travel and tourism industry, today announced that Iberia, Spain's largest air transport group and the leading airline in the European-Latin American market, has chosen Amadeus as their selected partner for the worldwide distribution of destination content on Iberia.com.

Thanks to the Amadeus Activities & Entertainment destination services platform, Iberia's online shoppers will be able to book an array of unique destination activities in conjunction with booking flights, hotels or other services already available on the Iberia site as of May this year. The platform offers a wide range of global content from the world's leading providers, including airport transfers, adventure trips, tickets to the most popular theatre and sporting events, sightseeing tours and destination passes. The wide product range makes it beneficial for both business and leisure travellers.

"By offering this high quality, personalized destination content that is fast and easy to access from a single source, we are able to further improve our customer's shopping experience on the Iberia.com site, at the same time delivering added value with completely new types of solutions. Working together with Amadeus and Unaira for this implementation was an obvious choice since it meant that we only had to integrate one partner to access worldwide content," says Javier Perez Rios, General Manager, Iberia.com.

The Amadeus platform is integrated on the Iberia website and contains more than 7,000 bookable destination products in over 400 destinations worldwide. Thanks to the platform's

advanced personalisation capabilities, it will automatically display content according to the destination and dates of the customer's booked air segment.

"Unaira's market-leading technology provides the airlines' clients access to a vast array of local service providers for an all-encompassing international booking solution which will be a tremendous benefit to airlines and airline passengers alike," says Brice J. Bay, President and CEO of Unaira. He continues: "We only work with the leading providers of local content worldwide to be sure that we only offer the best local products and services to our clients. The platform offers true multi-channel capabilities as well as a wide product range, which are the real strengths of this offer."

"We are very pleased with the launch of the Amadeus Activities & Entertainment destination services platform on the Iberia.com site since it represents a further strengthening of Amadeus as a full service provider to the airlines. With this platform, Iberia as one of the world's leading carriers, will offer its online end-users a complete one-stop travel booking experience where travellers can purchase their airline tickets along with all the other destinations products and services they would like from the trusted Iberia.com website," says Joerg Schuler, Director, Tours Business Unit, Travel Services & Leisure, Amadeus.

In April 2007, Amadeus signed a strategic partnership with Unaira GmbH, a leading consolidator of destination content and services to the travel industry, for the worldwide distribution of Unaira's content within the Amadeus destination services platform.

#

Notes to the editors:

About Amadeus

Amadeus is the chosen technology partner for providers, sellers, and buyers of travel. The company provides distribution, IT and point-of-sale solutions to help its customers adapt, grow and succeed in the fast-changing travel industry. Customer groups include travel providers (airlines, hotels, car rental companies, railway companies, ferry lines, cruise lines, insurance companies and tour operators), travel sellers (travel agencies) and travel buyers (corporations and travelers). Solutions are grouped in four solution categories – Distribution & Content, Sales & e-Commerce, Business Management and Services & Consulting.

Amadeus has central sites in Madrid (corporate headquarters & marketing), Nice (development) and Erding (Operations – data processing center) and regional offices in Miami, Buenos Aires and Bangkok. At market level, Amadeus maintains customer operations in 75 countries covering more than 215

markets. The company has nearly 7,600 employees worldwide, representing 95 nationalities. More information about Amadeus is available at: www.amadeus.com.

About Iberia

Iberia today is Spain's leading airline and also market leader on flights between Europe and Latin America. In 2007 it posted operating income of more than 5.52 billion euros and net earnings of 327.6 million, with an Ebitdar of 932 million. Iberia is also distinguished by its social, corporate, and environmental policies. Along with its franchise partner Iberia Regional, it operates some 1,000 flights every day to about 100 destinations. In 2007 Iberia carried 32.5 million passengers. It is a member of the Oneworld airline alliance along with American Airlines, British Airways, Cathay Pacific, Finnair, JAL, LAN, Malev, Qantas and Royal Jordanian.

About Unaira

Unaira is a leading consolidator of destination services and technology provider to the travel and tourism industry. Unaira delivers various providers products through a broad reach of distribution channels. Unaira has developed a platform to aggregate leisure-related products into clear, wide-ranging categories such as event tickets, concert and theatre tickets, city tours, airport lounge passes, transfers and ground transportation and much more. The company supplies all merchant services and reporting to enable a "turn key" destination services solution to its distribution partners. Unaira is based in Zug, Switzerland with offices in Amsterdam, Nice, and Madrid.

Contact details:

Amadeus Media Relations

Corporate & Marketing Communication
tel : +34 91 582 7809
fax : +34 91 582 0188
e-mail : mediarelations@amadeus.com

Iberia

Iberia International Press office
Tel : +34 91 587 7462
Fax : + 34 91 587 7522
prensa@iberia.es
www.iberia.com