

Press Release

Alitalia to adopt Amadeus fares and pricing technology in all their direct sales channels

- Alitalia signs a deal to implement the Amadeus Fares and Pricing Engine which will provide it with real-time access to accurate and reliable fares and pricing tools
- Amadeus Ticket Changer will allow the airline to automatically re-price tickets in only a few seconds

Madrid, Spain, 21 May, 2007: Amadeus, a global leader in technology for the travel and tourism industry, and Alitalia, Italy's national carrier, have signed an agreement which will see the airline adopt the Amadeus Fares and Pricing Engine, to manage all their fares and pricing processes, and Amadeus Ticket Changer, to automatically re-price and re-issue tickets.

Alitalia will adopt the solutions on a standalone basis to process all fares and pricing requests. The Amadeus Fares and Pricing Engine will enable Alitalia to deliver the latest pricing information to all its offline points of sale. In a second phase, Alitalia will implement Amadeus Ticket Changer (ATC), which will allow it to automatically calculate all charges incurred and re-issue a replacement ticket when a customer voluntarily changes their itinerary, cutting the period from request to re-issue from 30 minutes to a few seconds.

Director Distribution for Alitalia, Flavio Ghiringhelli, says: *"The calculation of accurate fares and pricing information is fundamental to the success of our business. It is vital that we are able to provide reliable pricing information 24 hours a day, irrespective of how our customers book. By selecting the Amadeus Fares and Pricing Engine, along with Amadeus Ticket Changer, not only do we benefit from round the clock customer support, enhanced functionality and problem resolution times that are well above the industry average, but we will also be able to quickly re-issue tickets to our customers and fully capture any additional revenues due to us."*

Claude Demeestere, Amadeus Director and Head of Product Management comments: *"We are committed to supporting airlines to deliver a better service to customers in a way that makes sense from a business perspective."* According to the latest edition of the Travel Agency Customer Satisfaction survey¹, within the category of "GDS' fares accuracy and reliability, Amadeus registered 10% more 'very satisfied' customers than its nearest competitors.

“The fact that Alitalia has adopted both solutions on a standalone basis also demonstrates our ability to provide the flexible solutions that airlines need,” Demeestere added.

Based on open, scalable systems and equipped with powerful processing capabilities, the Amadeus Fares and Pricing Engine is currently used by some 150 airlines worldwide, in conjunction with Altéa Reservation². In addition, leading airlines including Air Canada, Korean Air and SAS are using the Amadeus Fares and Pricing Engine solution on a standalone basis. Amadeus Ticket Changer is the leading multi-GDS solution developed to recalculate fares and re-issue tickets in compliance with ATPCo category 31 rules.

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¹ Developed by P. Robert & Partners S.A., International Marketing Research, the TACSS is a blind survey across 45 markets, comprising 6200 interviews with single-site/multiple location business/multiple location leisure travel agencies and tour operators.

² Amadeus' multi-channel sales and reservation platform.

Notes to the editors:

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 travellers). 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 centre) and regional offices in Miami, Buenos Aires and Bangkok. At market level, Amadeus maintains customer operations in 76 countries covering more than 215 markets.

The company is owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs some 7,600 employees worldwide, representing 95 nationalities.

More information about Amadeus is available at: www.amadeus.com

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