

## Press Release

### Singapore Airlines powers its next generation passenger systems with Amadeus' Altéa Customer Management Solution

The airline takes a quantum leap in its sales and reservation, global inventory and departure control operations with Amadeus' suite of solutions.

**Madrid, Spain, 09 June 2008:** Singapore Airlines, the world's most awarded carrier, will revolutionize its management of passenger services with its next generation customer management platform provided by Amadeus, the leading technology and distribution partner to the travel and tourism industry.

Singapore Airlines selected the Amadeus Altéa Customer Management Solution (CMS) after an exhaustive and detailed evaluation. With this agreement, Singapore Airlines will replace its existing passenger service systems with Amadeus' suite of solutions, to help drive all sales and reservations, as well as manage its global inventory and departure control operations.

A key factor in Singapore Airlines' decision to select the Altéa CMS was the added assurance that Amadeus' extensive experience in migrating from legacy applications and platforms to newer technologies will ensure that its customers are minimally affected, even as the carrier transplants the Altéa CMS into its complex and diverse day to day operations.

Singapore Airlines Executive Vice President Marketing and the Regions, Huang Cheng Eng, said: "Singapore Airlines prides itself on its single-minded focus on commitment to its customers. We believe that the Altéa CMS, with its proven and scalable infrastructure, will help us to maintain and enhance our position as an industry leader in customer service, well into the foreseeable future."

According to David V. Jones, Executive Vice President, Commercial, Amadeus, "Singapore Airlines' decision is further recognition and validation of the key concepts behind Altéa CMS. That is, a proven, future-proof platform, that is built around the customer and offers unmatched deployed functionality, which allows airlines to configure the system to deliver truly differentiated

service. Singapore's choice of Altéa underlines our expertise in providing airlines with world-class IT solutions.”

Amadeus Altéa CMS is today the platform of choice for 63 airlines, including members of the three global airline alliances, Star, **oneworld** and Skyteam. In addition, the reservation module of Amadeus Altéa CMS is used by 150 airlines as their in-house sales platform.

### Notes to the editors

#### **About Singapore Airlines**

**Singapore Airlines** is the world's most awarded airline, and is the first to fly the world's largest commercial passenger aircraft, the new Airbus A380. From its hub at Singapore's world-renowned Changi Airport, Singapore Airlines operates a global passenger route network, serving 66 major cities in 35 countries, with a fleet of 98 passenger aircraft. Singapore Airlines is committed to providing its customers with the best flying experience, through innovative product and service offerings, as well as by operating a young and technologically advanced fleet of aircraft.

#### **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 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 majority owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs over 7,800 employees worldwide, representing 95 nationalities.

More information about Amadeus is available at: [www.amadeus.com](http://www.amadeus.com)

### Contact details

Amadeus Media Relations  
Corporate & Marketing Communication  
tel : +34 91 582 0160  
fax : +34 91 582 0188  
e-mail : [mediarelations@amadeus.com](mailto:mediarelations@amadeus.com)

**Singapore Airlines**

Public Affairs Department

Tel : (65) 6541-5880 (office hours)

Tel : (65) 9753-2126 (after office hours)

Fax: (65) 6545-6083

e-mail: [Public\\_Affairs@singaporeair.com.sg](mailto:Public_Affairs@singaporeair.com.sg)

URL : [www.singaporeair.com](http://www.singaporeair.com)