

## Press Release

### Amadeus' 20/20 campaign receives 3 awards from the Web Marketing Association

**Madrid, Spain, 30 April 2008:** Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, has won three awards for its 20/20 campaign in the Internet Advertising Competition (IAC), established by the US-based Web Marketing Association.

Competing within the International Business category, Amadeus was awarded **Best International Business Online campaign** for 20/20 online campaign, **Best International Business Email message campaign** and **Best International Business Rich Media online campaign** for the 20/20 Rich media advertisements.

*"The campaign, designed to highlight and celebrate the company's track record of 20 years of success coupled with a clear direction for the future, resulted in record visits to Amadeus' website ([www.amadeus.com](http://www.amadeus.com)) and drove 9 million brand impacts in the marketplace",* said **Edward Ross**, Director, Corporate Marketing, Amadeus.

You can download specific screenshots for the awarded campaign here:

[http://www.amadeus.com/amadeus/2020\\_examples](http://www.amadeus.com/amadeus/2020_examples)

- Ends -

#### 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 & Consultancy.

Amadeus has central sites in Madrid (Corporate Headquarters & Marketing), Nice (Development) and Erding (Operations – Data Processing Centre) and various regional offices, including in Miami, Buenos Aires, Bangkok and Sidney. 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 some 7,800 employees worldwide, representing 95 nationalities.

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