



KLM Royal Dutch Airlines, Kenya Airways and Martinair adopt Amadeus Altéa Reservation to support global sales

- Standardisation across sales operations and integrated information flow with alliance and codeshare partners, drove choice for Altéa Reservation
- Over 1.4 million Passenger Name Records (PNRs) migrated to Amadeus and 22 applications adapted as part of a seamless cutover

Madrid, Spain, 03 April 2007: KLM, Kenya Airways, Martinair and Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, today announced that the three airlines are now using Amadeus Altéa Reservation to drive their global sales.

Amadeus Altéa Reservation, a fully integrated sales and reservations system will allow KLM, Kenya Airways and Martinair to distribute synchronised flight information, fares and passenger details across all their sales channels, thereby maximising their ability to provide passengers with complete and accurate travel information, regardless of the point of sale.

Based on a community platform, which means different carriers use the same system, Amadeus Altéa Reservation simplifies the exchange of passenger information, enabling the airlines to further enhance operations and interaction with their commercial partners, including travel agents. Further, it's industry-unique structure accelerates the seamless integration of alliance partners, bringing significant savings on their integration costs.

Boet Kreiken, Executive Vice President & Chief Information Officer, KLM, said: "By now using the same reservation system as Air France, this migration represents an important step in realising common IT platforms and applications between Air France and KLM. It allows us to provide seamless service to our customers and realise further synergies within the AIR FRANCE KLM Group."

According to Kenya Airways Commercial Director, Hugh Fraser: "We are working towards our associate membership of the SkyTeam Alliance and it is important that we



standardise our operations, technology and products. By adopting Altéa

Reservation we achieve this and also facilitate easy integration of our systems with those of our partners, better positioning us to take advantage of alliance membership. Our IT systems are now able to adapt to our business needs and continue to support our commercial strategy.”

Marcel de Vries, Director Business Development & Distribution, Martinair, commented: “We are committed to providing our customers with the best service as we seek further growth and expansion. Having a completely integrated information flow means we are able to improve service alongside the greater efficiencies that result from a combined sales and reservation system.”

“The use of adaptive technology and the capacity for integration are important factors to the success of carriers today,” added Frédéric Spagnou, Vice President, Airline Business Group, Amadeus. “It is imperative they are able to take advantage of every commercial opportunity in a timely manner, if they are to secure profitable growth. Altéa Reservation helps them to do this.”

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Contact details

Amadeus Media Relations

Corporate & Marketing Communication
Tel: +34 91 582 0160
Fax : +34 91 582 0188
E-mail : mediarelations@amadeus.com

KLM Media Relations

Hugo Baas
Tel. +31 (0)20 649 45 45
KLM photo material: <http://www.presslink.nl/klm/>

Martinair Media Relation

Erik van Doeselaar
Director Corporate Communication &
Tel. +31 (0) 20 601 1799

Kenya Airways Corporate Communications

Michael Okwiri
Head of Marketing & Corporate Communications
Tel: +254 20 3274522 / 4100