

Press Release

Half of the world's top 50 airlines have selected Amadeus e-commerce solutions

Airlines powered by Amadeus e-commerce solutions saw their bookings increase by 20%¹ year on year

Madrid, Spain, 7 February 2008: Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, today announced that 25 of the top 50 airlines listed in IATA's member ranking table² have selected Amadeus to underpin their direct relationships with online customers. These world's leading airlines rely on Amadeus technology and services for their domestic or international websites and, more specifically, their shopping, booking, or servicing functionalities. 80% of these airlines have also chosen to outsource their User Interface Web design and related hosting for the Amadeus solutions they have selected.

Two major factors in justifying this increasing market share are investments in innovation and scalability:

Innovation: Amadeus has invested over EUR 15 million in airline e-commerce in 2007 to keep improving its e-commerce suite with Web 2.0 xHTML features, servicing, and new merchandising capabilities. As an outcome of this engineering effort, airlines increased their booked PNRs by 20% year on year and received 18 industry awards such as best-in-class Interactive Media Award and WebAward Standard of Excellence.

Scalability: Amadeus now processes over 200 million page views every month and accommodates more than 3.2 million unique visitors to airlines' websites every day, while maintaining over 99.9% reliability on its web servers in 2007.

Forrester Research's Henry H. Harteveldt, Vice President, Principal Analyst, writes in "Are Online Travelers Saying "Buh-Bye" To The Web?", Oct 5, 2007, "**Optimize your products for online**

¹ Measured January - December 2007 compared with January - December 2006 on a like-per-like basis (same carriers).

² Airline ranking table WATS 51st Edition - June 2007



selling: ... The example to emulate — for now — is Air Canada. Using the Amadeus eCommerce airline suite and components from Amadeus' Altéa suite, Air Canada sells clearly defined, persona-based products with tangible attributes and benefits”

“We are thrilled to be chosen by these leading top 50 airlines to build, operate, and continuously enhance their business-critical websites," said Philippe Der Arslanian, Global Director, Airline Direct Channel, Amadeus. “Over the last 10 years, we have perfected our solutions to cater for the needs of many airlines in a cost-efficient way. We are fully committed to keep providing our existing and future airline customers with innovative and scalable solutions. Due to our breadth of offering and global presence, airlines of all sizes can leverage Amadeus Software-as-a-Service to deliver a significant return on investment.”

Amadeus e-commerce airline suite is the industry's most widely adopted e-commerce platform comprising e-Retail, e-Merchandising and e-Servicing solutions that allow for a comprehensive shopping, booking and servicing experience. It is a fully customisable solution that powers more than 250 websites for over 75 airlines in more than 80 markets around the world, including , Air France, bmi, Finnair, Iberia, Lufthansa, Qantas and Singapore Airlines.

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Notes to the editors

Amadeus

A world-leading technology and distribution solutions provider, Amadeus delivers unparalleled expertise to the travel and tourism industry, including leading-edge solutions that cover airlines' unique business needs, independent of their size, business model or market reach.

The award-winning *Amadeus e-Commerce Airline Suite* comprises e-Retail, e-Merchandise and e-Service solutions for booking, merchandising and servicing online. Available as standalone components or as an integrated suite, websites can be deployed in 23 languages to improve yield and deliver enhanced customer loyalty. Over 75 of the world's leading airlines use the Amadeus e-commerce Airline Suite to power over 250 websites in more than 80 markets.

Amadeus' pioneering new-generation Customer Management Solution (CMS) portfolio, *Amadeus Altéa CMS*, serves network and regional carriers. The Altéa portfolio, based on a pioneering community platform concept, enables improved operational efficiency and increases revenue. The portfolio consists of the *Altéa Reservation*, *Altéa Inventory* and *Altéa Departure Control* solutions.

Other standalone IT solutions include amongst others: *Amadeus Revenue Integrity* solution, *Amadeus Ticket Changer*, an automatic ticket reissue tool, and a full range of ticketing solutions; including e-ticket interlining and ground-handling management technology services.

More information about Amadeus' solutions for airlines is available at: www.amadeus.com/airlines.

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