

Press Release

Hainan Airlines sustains its international expansion with Amadeus e-commerce technology

- *Hainan Airlines, the largest private carrier in China, is the fourth major Chinese airline to select Amadeus e-commerce technology to increase online sales*
- *Amadeus e-Retail solution was successfully deployed in September to enable bookings in six languages for both domestic and international flights*

Madrid, Spain, 20 October, 2008: Amadeus, the leading provider of technology to the travel and tourism industry, today announced it has successfully deployed its e-Retail solution to power global online sales at Hainan Airlines. Further cementing Amadeus' e-commerce leadership in China this deal sees Hainan become the fourth major Chinese carrier to partner with Amadeus.

Hainan Airlines now offers its international and domestic customers the ability to book flights and travel products in their native language and currency. This supports the airline's expansion, following its launch of direct routes between China and North America (Seattle) and China and Germany (Berlin). Hainan is now able to attract customers from new territories including Germany, Hungary, Belgium and North America.

The Amadeus e-Retail Solution is the world's most widely adopted booking engine and provides Hainan customers with a friendly user experience when purchasing online. The booking engine allows Hainan's worldwide customers to book their tickets in six languages – English, French, German, Japanese, Korean and Simplified Chinese. Enhancing Hainan customers' overall experience Amadeus' e-Retail engine will increase online conversion rates and boost profitability for the carrier.

Xu Xin General Manager, Marketing, Hainan Airlines stated: "International growth is key to our commercial success and we needed a global technology partner that is able to give us the knowledge and reach to service customers in different languages and markets. The Amadeus e-Retail solution makes online booking a simple and user friendly process, which is vital to increasing the look-to-book ratio on our website and ensuring profitability from the online channel."

Jean-Philippe Mesure, Director IT Services, Amadeus Airlines Business Group commented: "Hainan is the fourth major Chinese airline to select Amadeus to power its e-commerce operations,

which is an endorsement of our technology and the service we deliver to the expanding Chinese market. Airlines need to support growth internationally, increase online conversion rates and sell more profitably through the internet and Amadeus is committed to developing solutions that deliver on these challenges.”

Amadeus e-Retail is a fully customisable online booking solution that already powers more than 250 websites for over 90 airlines in more than 110 countries around the world.

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Notes to the editors:

About Hainan Airlines

Hainan Airlines Company Limited (HNA) is the **largest private carrier** in China, and is one of the four **major Chinese airlines**. The company was established following the restructuring of the former Hainan provincial airlines company in January 1993, and started its operation on May 2nd, 1993. By March 2008, the HNA Group counts with a total fleet of **164 aircrafts**, for commercial routes and business charter services.

Hainan Airlines keeps a good safety record during its 15–years of operation, over 1.7 million accumulated safe block hours and transporting over 70 million passengers. The service of HNA got the public praise of passengers and authorities in 2008 when HNA won the award of **“Best airline in China”** issued by Skytrax research, which is the leading research Advisors to the world airline and air transport industry.

More information about Hainan airlines is available at: <http://www.hnair.com>

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 217 markets.

The company is majority owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs over 8,500 employees worldwide, representing 95 nationalities.

More information about Amadeus’ solutions for airlines is available at: <http://www.amadeus.com/airlines>.

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