

## Press Release

### 18 Awards recognize Amadeus performance in Airlines' e-Commerce Solutions

**Madrid, 31 January, 2008:** Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, announces a total of 18 award wins in 2007 for its airline e-commerce solutions and customers websites'. Wins included six World Travel Awards, three Interactive Media Awards and three WebAwards recognising IT leadership.

The joint award wins with its airline customers validate Amadeus' e-commerce partnership approach. Highlights of the year included Air Canada, Qantas and Finnair websites being recognised for their online usability, design and navigation, in the airline category of the WebAwards. Lufthansa won the CeBIT's online usability award while Iberia, bmi and Icelandair scooped an Interactive Media Award for their airline websites. Etihad also picked up several awards including the World Travel Award for 'Middle East's leading website' and a Pan Arab Web Award for 'best online strategy'. In the latter awards, Middle East Airlines also won the highest honour available in acknowledgement of its website.

Further, Amadeus netted the 'world's leading internet booking engine' for the fourth consecutive year at the World Travel Awards.

Philippe Der Arslanian Global Director Airline Direct Channel, Amadeus, commented: "We are delighted to see our customers being recognised for the excellence of their websites and proud to contribute to their success through our end-to-end solutions. Amadeus is fully committed to providing technology and services to not only ensure the best online user experience but also ensure business return for airlines. In 2007, our airline customers generated Euros 7.44 billion of ticket value through our booking engine solutions."

Currently, 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 e-commerce airline customers include bmi, Air Canada, Cathay Pacific, Finnair, Air France, Iberia, Lufthansa, Qantas and Singapore Airlines.

**Full list of awards:**

AWARD	COMPANY	DESCRIPTION
World Travel Award	Amadeus	World's Leading Internet Booking Engine Technology Provider
World Travel Award	Cathay Pacific Airways	Asia Leading Airline Website (*)
World Travel Award	Qantas	AustralAsia Leading Airline Website (*)
World Travel Award	Varig	South America Leading Airline Website (*)
World Travel Award	Mexicana de Aviación	Central America Leading Airline Website (*)
World Travel Award	Etihad Airways	Middle East's Leading Airline Website (*)
Interactive Media Award	Iberia	Airline category: Best in class (*)
Interactive Media Award	British Midland Airways	Airline category: Outstanding Achievement (*)
Interactive Media Award	Icelandair	Airline category: Outstanding Achievement (*)
WebAwards	Air Canada	Standard of excellence (*)
WebAwards	Qantas	Outstanding website (*)
WebAwards	Finnair	Outstanding website (*)
Pan Arab Web Award	Middle East Airlines	e-commerce category: Golden Award (*)
Pan Arab Web Award	Etihad Airways	Best online Strategy Award
Pan Arab Web Award	Etihad Airways	International Standards Web Technology Award
W3 Award	Iberia	Silver Award (*)
W3 Award	Icelandair	Silver Award (*)
CeBIT Award	Lufthansa	Digital media category: Usability Award

(\*) Joint awards

**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 *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 e-Retail* is the world's most widely adopted e-commerce booking engine designed to improve loyalty and reduce costs. Available in 23 languages Amadeus e-Retail powers over 120 airline websites for over 75 airlines.

*Amadeus e-Merchandise* is the world's most widely adopted e-commerce shopping solution. Specifically designed for airlines to improve profitability Amadeus e-Merchandise is proven to increase yield by an average of 8% in the first three months of operation.

*Amadeus e-Service* is a complete post-sales servicing solution, allowing airline customers to service all of their needs online, boosting revenues and improving loyalty for airlines. Amadeus e-Service solution incorporates functionality such as online re-booking, online award booking and online PNR servicing.

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](http://www.amadeus.com/airlines).

### Contact details

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