

Press Release

New *Amadeus Electronic Ticketing Direct* removes one of last barriers to industry-wide e-ticketing

- *The new addition to the Amadeus e-ticketing portfolio brings e-ticketing to non-BSP (Billing & Settlement Plan) markets*
- *Airlines will also be able to sell through select non-IATA travel agents, widening their distribution and capturing greater revenue*
- *Amadeus continues to register unmatched numbers of e-ticketing agreements*

Madrid, Spain, 02 July, 2007: Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, is stepping up the drive to eliminate the last barriers to industry-wide e-ticketing. The company's latest e-ticketing solution, Amadeus Electronic Ticketing Direct, enables airlines to issue e-tickets in non-Billing and Settlement Plan markets¹.

There are approximately 40 countries without a BSP, preventing a number of airlines from implementing e-ticketing on a worldwide basis. Amadeus Electronic Ticketing Direct, part of Amadeus' electronic ticketing portfolio, will allow airlines operating in these countries to sell and receive payment for e-tickets via the Amadeus system, and thereby enable them to meet the extended IATA Simplifying the Business deadline at the end of May 2008. The new solution will make it possible for airlines to also sell through select non-IATA travel agents, widening their distribution and capturing greater revenue.

"Even though IATA has extended the e-ticketing deadline until the end of May 2008, it is still very much in everyone's interest to continue striving to meet this goal as early as possible. Global e-ticket penetration is now pushing 80%, but there still remain a few barriers to complete adoption. As IATA's preferred e-ticketing partner, we are committed to helping the industry overcome these," commented Frédéric Spagnou, Vice-President, Airline Business Group, Amadeus.

¹ ***Billing and Settlement Plan (BSP)** is a system designed to facilitate and simplify the selling, reporting and remitting procedures of IATA Accredited Passenger Sales Agents, as well as improve financial control and cash flow for BSP Airlines. BSP operates in 150 countries and territories. Over 80% of worldwide airline revenues are ticketed via IATA travel agencies in the BSP system. [Source: IATA]

In 2006, Amadeus, together with Hahn Air, also implemented a solution to deliver interline e-ticketing capability to airlines with limited resources or limited distribution in certain markets.

An undisputed leader in the provision of e-ticketing solutions

In the distribution arena, Amadeus continues to lead efforts to support paper-free travel. The company has grown its e-ticket distribution network – the largest in the industry - to include 209 airlines and 144 markets. To date, 78% of tickets issued through the Amadeus System are e-tickets.

On the purely technological front, Amadeus also has agreements with 65 airlines to fully host their complete e-ticketing activities and to date, has built the IT links to enable 394 interline agreements between airlines. These figures are far ahead of those achieved by any of Amadeus' competitors.

The benefits of e-ticketing are considerable. E-tickets are cheaper to issue, harder to counterfeit and better facilitate self service kiosks at airports. In addition to increasing the security and speed of ticket data they provide a basis for distribution analysis with real-time information on tickets, fares, customers and the sales channels. Their flexibility, combined with to-the-minute accountability, opens up new possibilities for revenue management and last minute sales. IATA estimates that full e-ticketing will generate industry savings of US \$3 billion per year.

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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 & Consulting**.

Contact details

Amadeus Media Relations
Corporate & Marketing Communication
tel : +34 91 582 0160
fax : +34 91 582 0188
e-mail : mediarelations@amadeus.com