

Media Alert

Avianca selects Amadeus' next-generation IT solutions

Madrid, Spain, 11 December, 2007: Amadeus, a global leader in technology for the travel and tourism industry, and Avianca, the national carrier of Colombia, have signed an agreement by which the airline will adopt a new generation platform from Amadeus that integrates the Altéa Customer Management Solution (CMS) and Amadeus e-commerce solution. The platform will support the airline's plans for expansion and modernisation.

Avianca, will use Amadeus' next-generation CMS technology to effectively manage reservations, inventory and departure control and deliver a more flexible and effective service to its customers. The e-commerce solution will be used to streamline the online booking process for Avianca's customers, and drive revenue through Avianca.com.

Fabio Villegas Ramirez, President of Avianca, stated: "With this initiative, we see technology modernisation as the key to reaching our goals of service excellence, operational efficiency and the consolidation our flight network in new markets. Amadeus has become a strategic partner to achieve these objectives."

The deal follows a preliminary agreement that Amadeus signed with Mexicana last month, which will see the airline adopt the Altéa Customer Management Solution.

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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**.

Today, the company is owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs nearly 7,600 employees worldwide, representing 95 nationalities. More information about Amadeus is available at: www.amadeus.com



Press Contacts:

Avianca-SAM
División de Comunicaciones y Relaciones Públicas
Tel: +571 413 83 70 - +571 457 86 62 ext. 2246, Bogotá
E-mail: gusuga@avianca.com; jbenitez@avianca.com

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