

Press Release

Amadeus Hotel Store goes live with Transhotel

- *New solution is fully integrated in Amadeus' front office, permits faster, more efficient booking process of hotel consolidator content and expands travel agents' revenue opportunities*
- *Transhotel's content, first to be available through this solution*

Madrid, Spain, 24 March 2009 – Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, announces today the launch of Amadeus Hotel Store, a new solution fully integrated at the Amadeus point-of-sale that brings seamless access to hotel consolidator content. Transhotel, a global hotels consolidator with 15 years experience, is Amadeus' launch partner for this solution.

Displayed as a new tab in Amadeus Selling Platform, the company's point of sale for travel agencies, Amadeus Hotel Store seamlessly integrates hotel consolidator content in the booking process and will be available for travel agencies without any charge. By sharing the PNR (Personal Name Record) and back office functionalities, travel agents now can book the hotel consolidator content on Amadeus Selling Platform as easy as any other content available in the Amadeus system.

Transhotel's portfolio, comprised of more than 50,000 properties worldwide, is the first consolidator content available through this solution. As an additional feature, Transhotel allows users to make hotel reservations with up-front payment of commissions, improving the travel agency's profitability and cash flow.

After testing the new product in more than 60 travel agencies in several markets, Amadeus Hotel Store will be available in over 62,000 travel agencies in more than 60 countries worldwide.

Jérôme Destors, Deputy Managing Director of Amadeus Hotel Business Group commented: "Amadeus Hotel Store is a major step forward to improve our hotel offer. We can't imagine a better launch partner than Transhotel for this solution. Their well-balanced portfolio of independent properties and hotels in all price ranges improves Amadeus users' options."

“We are thrilled with the launch of the Amadeus Hotel Store, making our unparalleled hotel offer available to an even greater number of travel agents,” commented **Amadeo Franquet, Chief Commercial Officer of Grupo Transhotel**. “The joint effort of two major players in the travel industry such as Amadeus and Transhotel will result in increased revenue for travel agents and improved service for their final customers.”

More information about Amadeus Hotel Store can be found at

<http://www.amadeus.com/travelagencies/hotelstore> and <http://www.transhotel.com>

- Ends -

Notes to the editors

Amadeus offers a full range of technology and distribution solutions to the hotel industry. Amadeus Revenue Management System can increase a hotel property’s revenue by 4 – 8% and currently has 1,450 customers in 35 countries. 6,700 hotel properties in 75 countries use Amadeus Property Management System and 80,000 hotels distribute their rooms to a global travel-buying market through Amadeus’ distribution solutions.

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. Amadeus maintains customer operations through 69 local Amadeus Commercial Organisations covering 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 105 nationalities.

More information about Amadeus Hospitality is available at: <http://www.amadeus.com/hotels>

About Transhotel

Transhotel Global Travel Services Provider is one of the world’s leaders in the sector, with 26 international sales offices. The company’s portfolio comprises over 50,000 hotels, offered to our 75,000 Travel Agency clients located in every continent.

With 15 years’ experience in hotel reservations and over 1,100 employees, Transhotel has become a reference thanks to its quality service and great product offer. Additionally, Transhotel provides transfer Services, tours and excursions in more than 110 countries.

Opting for innovation, made evident through its reservation platform, the TOR System Advanced, has positioned the company at the forefront with regard to new technologies within the Tourism sector.

Transhotel’s customer service has also become one of its hallmarks. The company’s Call Centre provides customer service in six languages, 24 hours a day

For further information, please visit: <http://www.transhotel.com>

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