



Press Release

SAS Group and Amadeus strike long-term full content agreement

For the next five years, Amadeus travel agents will have guaranteed access to the full content of SAS Scandinavian Airlines, Widerøe, Blue1 and Estonian Air

Madrid, Spain, 09, July, 2009: Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, has signed a five year full content agreement with the SAS Group, guaranteeing its travel agents access to the full range of fares and inventory of SAS Scandinavian Airlines, Widerøe, Blue1 and Estonian Air.

The agreement ensures that the airlines' schedules, fares, last seat availability and associated inventory available through Amadeus will be the same as through the airlines' other sales channels worldwide. This agreement provides the customer with the confidence that they have access to the widest range of fares through Amadeus and demonstrates SAS Group's commitment to the travel agencies channel.

"This agreement is of very significant importance in order for SAS to offer very competitive products and services to our customers worldwide," says Robin Kamark, SVP and Chief Marketing & Sales Officer, SAS Scandinavian Airlines.

"This five year agreement with Amadeus delivers service and simplicity for our customers as it will give them access to SAS products in all geographical markets. The agreement ensures that SAS will have competitive and cost effective distribution by using Amadeus as a partner in all sales channels both in Scandinavia and in our international markets. Our customers will find the best possible SAS rate through any travel agency using Amadeus and the travel agent will benefit from the sophisticated solution offered by Amadeus," says Kamark.

"Over 70% of all airline bookings made through Amadeus travel agencies are on airlines which have signed full content agreements with Amadeus," says Philippe Chérèque, Executive Vice President, Commercial, Amadeus. "We are delighted with this latest development in our long-standing distribution relationship with SAS Group."



Amadeus has access to the full content of 130 airlines, representing over 255 million bookings a year.

- Ends -

Notes to the editors

About SAS

The SAS Group is the leading airline group in Northern Europe, comprising SAS Scandinavian Airlines, Blue1 (Finland), Widerøe (Norway) and the party-owned Estonian Air, as well as SAS Tech and SAS Cargo. SAS is a founding member of Star Alliance™, the world's largest airline alliance. In 2008, the SAS Group transported over 29 million passengers to over 150 destinations. Read more on www.sasgroup.net

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 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 8,570 employees worldwide, representing 105 nationalities.

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

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