

Press Release

Eurotunnel strengthens its revenue management strategy with Amadeus fluid pricing

2% increase in car yield revenue in first 6 months of using new feature of Amadeus RMS

Madrid, Spain, 05 November 2009 – Amadeus, a leading provider of technology to the travel and tourism industry, today announced that Eurotunnel, the group that manages the Channel Tunnel link between France and Great Britain, has successfully implemented its Fluid Pricing feature to drive increased revenues. Implementation of the solution was completed on time in February 2009.

The Fluid Pricing solution, a new component of Amadeus's industry leading RMS system, provides sophisticated information necessary to automatically and dynamically price inventory within the Central Reservation System. Eurotunnel also benefits from being able to simulate multiple scenarios for future price and market demand relationships in order to better set pricing policies that guide future decisions. Six months after Eurotunnel implemented the Amadeus Fluid Pricing solution, their car yield revenue increased by 2%.

Paul Lymath, Strategic Planning and Analysis Manager, Eurotunnel commented: "We have been using Amadeus Revenue Management products for over ten years and we couldn't be more pleased with the results. Our partnership has allowed us to make more rapid, accurate decisions regarding pricing and customer acquisition. The implementation of Amadeus Fluid Pricing is an evolution in our strategy to generate maximum revenues through a better understanding of the market."

Bernard Rannou, Head of PMS and RMS development, Amadeus added: "We've built a strong partnership with Eurotunnel and worked hand in hand with them throughout this implementation process. It's important that all providers of travel have rapid access to market information and are able to execute complex decisions quickly in order to

generate maximum possible revenue. Amadeus is committed to working with all travel providers in order to develop solutions that support commercial priorities.”

Amadeus customers including airlines, hotels, ferry, cruise and rail providers benefit from Amadeus Revenue Management solutions. Amadeus RMS supports the analysis of historical data allowing providers to target the right customers at the right time at the right price. In addition, advanced analysis of market demand enables automatic calculation of the optimum price for travel fares ensuring maximum revenue generation.

Notes to the editors

About **Eurotunnel**:

Until 2086, Eurotunnel holds the concession to operate the Channel Tunnel, the fastest, most reliable, easiest and most environmentally friendly way to cross the Channel. In 15 years, nearly 250 million people have used the Channel Tunnel. This unique land crossing has become a vital link between the Continent and the United Kingdom.

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**.

Amadeus has central sites in Madrid (corporate headquarters & marketing), Nice (development) and Erding (Operations – data processing centre) and regional offices in Miami, Buenos Aires, Bangkok and Dubai. At market level, Amadeus maintains customer operations in 71 countries covering more than 219 markets.

The company is majority owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs over 8,900 employees worldwide, representing 105 nationalities.

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

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