

## Press Release

### Journey updates now an SMS away for Grupo SATA travellers thanks to Amadeus

*Grupo SATA is the first airline worldwide to notify travellers of changes to their journey via SMS, through the new Altéa Automated Customer Contact solution*

**Madrid, Spain, July 8, 2009:** Grupo SATA, the Azorean air transportation group, has successfully launched Amadeus' new Altéa Automated Customer Contact solution, which enables airlines to notify individual travellers of changes to their journey, via mobile phone text message.

The group's airlines, SATA Air Açores and SATA Internacional, are the first in the world to offer their passengers this service using Altéa Automated Customer Contact. The new solution was developed in close partnership with Grupo SATA.

António Gomes Menezes, Chairman of the Board of Grupo SATA, commented: "Grupo SATA is proud to be the first in the world to launch with airline IT service leader Amadeus, this innovative service that allows us to get closer to our passengers.

"Our passengers will receive valuable information which will contribute towards a better experience for them. This solution was developed by Amadeus, working with our Azorean technicians, which is a strong indication of our capacity to develop services that add value."

Ricardo Costa, Grupo SATA's Marketing and Sales Director, pointed out that: "With the Altéa Automated Customer Contact we can automatically notify our customers about issues related to flight time changes, waitlist confirmation or re-accommodation. Our customers can receive personalised and timely communication."

Grupo SATA already manages both offline and online reservations with Amadeus Altéa Reservation and e-commerce suite of solutions.

“We have a long-term working partnership with Grupo SATA and are honoured to further strengthen this relationship now,” said Julia Sattel, Vice President of Airline IT at Amadeus. “We are committed to provide our airline customers with the technology and flexibility to efficiently handle their customers’ needs, and exceed their expectations at every step of their journey.”

The new solution brings benefits for both airlines and their passengers: These include:

- Significant time savings in contacting passengers to notify them of changes to their bookings, reducing the need for re-accommodation at the airport.
- Increased traveller satisfaction: all eligible customers are contacted immediately about their flight change and the customisable messages mean a more personalised service.
- Cost reduction related to reduced compensation liabilities for the airline.

The launch of the Altéa Automated Customer Contact solution is part of a broad IT agreement that Grupo SATA and Amadeus have recently signed, to also provide the group’s airlines with new generation passenger service systems.

- ENDS -

### Notes to editors

#### **About Grupo SATA**

With over sixty years of experience in air transport in passengers and cargo, Grupo SATA today presents an organizational structure that is modern, functional, and that has adapted to the challenges of an extremely demanding and competitive sector.

Grupo SATA comprises five companies, two airlines - SATA Air Açores and SATA Internacional ; two tourism operators - SATA Express and Azores Express ; and SATA Aeródromos, which manages five of the nine airports in the Azores Islands.

Through its Azorean trademark of quality, Grupo SATA has expanded to a wide range of international airports.

The Group currently operates flights to international airports including Lisbon, Porto, Funchal, Frankfurt, Paris, London, Madrid, Amsterdam, Boston and Toronto. Grupo Sata has also built up a substantial charter business which has taken the Azores to the Dominican Republic, Cuba, Tenerife, Las Palmas, Lyon, Exeter, Brazil, among other destinations.

More information about Grupo Sata is available at [www.sata.pt](http://www.sata.pt).

#### **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 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>

**Press Contacts**

<b>Amadeus</b> Corporate Communication Tel: +34 91 582 0160 Fax: +34 91 582 0188 E-mail: <a href="mailto:mediarelations@amadeus.com">mediarelations@amadeus.com</a>	<b>Grupo SATA</b> Media Relations Tel: + 351 296 209 705 Fax: + 351 296 672 095 E-mail: <a href="mailto:pdleasp@sata.pt">pdleasp@sata.pt</a>
---	--