



Press Release

Amadeus strikes distribution agreement with easyCruise

- ▶ *easyCruise signed a three-year distribution agreement with Amadeus to be distributed in 2 markets, namely the UK and the US. Other European markets to follow soon.*
- ▶ *Agents gain access to easyCruise, increasing travel options for cost-conscious customers*
- ▶ *Amadeus adds easyCruise to achieve an unparalleled portfolio of 19 cruise lines, the highest of all GDSs*

Madrid, Spain 16 June 2009 – Amadeus, a leading provider of technology to the travel and tourism industry, today announced that easyCruise, part of the easyGroup, is now available in its system for both the UK and the US markets. The deal allows easyCruise to target the travel agency distribution channel, reducing their dependency on direct-consumer bookings, and also providing agents with a real value for money option for their customers.

Paul Ellerby, Sales & Marketing Director UK & US at easyCruise, said: *“We are excited to be extending our content to Amadeus Cruise and Cruise API users. Amadeus is providing us with access to a large network of cruise specialists and travel agents, which is key to our growth strategy. In the current economic climate, it is important for cruise lines to reduce costs whilst improving distribution and achieving market share growth. We are confident that Amadeus’ proven Cruise booking solutions will help easyCruise reach its ambitious goals.”*

easyCruise is now distributed in both markets on the browser-based Amadeus Cruise desktop sales solution for travel professionals, as well as the Cruise Application Programming Interface (API) for online sales. This agreement makes Amadeus the first GDS distributing easyCruise content and in parallel to the launch with Amadeus, easyCruise plans to actively target the travel agency distribution channel which the company hopes will spread the balance between industry and direct-consumer bookings.

Stephen Wilbanks, Head of Sales at Amadeus Cruise, said: *“We are delighted that easyCruise has chosen Amadeus as its travel technology partner. As a leading provider of selling systems that highlight customer choice and travel agents’ expertise, Amadeus now uniquely offers 19 cruise lines. These cruise lines offer a range of products to suit the discerning, family oriented and price-conscious cruise passenger. Cruise holidays are gaining popularity, and by placing itself among the well established brands already benefiting from distribution via Amadeus, easyCruise will be a welcome addition to the Amadeus Cruise portfolio.”*



Despite the industry economic global downturn, 2008 was an extremely successful year for Amadeus Cruise, where a 20% growth in bookings over 2007 was achieved. This success can be attributed to the continued ability to distribute over 90% of the global available cabins through the unrivalled offering of 19 cruise lines, the highest of all GDSs. It is through partnerships such as this one that Amadeus continues to confirm its leadership in global cruise distribution for both cruise providers and bookers.

Notes to the editors:

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.

easyCruise is one of the latest ventures launched by Stelios Haji-Ioannou, serial entrepreneur and chairman of the easyGroup. Since the launch of easyCruise, the concept has undergone a continual process of evolution and today, easyCruise has a more exciting product than ever before. It not only offers a stylish cruising experience; it also shares its intimate knowledge of the Aegean islands, Greece and Turkey.

Contact details:

easyCruise
Paul Ellerby
T: 0203 006 7154
E: paul.ellerby@easyCruise.com

Amadeus IT Group
Media Relations, Corporate Marketing
tel: +34 91 582 7809
fax : +34 91 582 0188
e-mail : mediarelations@amadeus.com