

Press Release

Challenging market conditions drive leading airlines to focus on revenue integrity

- *Amadeus furthers market leadership in revenue integrity with more than 50 airline customers, including recently signed agreements with Bulgaria Airlines, Saudi Arabian Airlines, Singapore Airlines and TAP Air Portugal*
- *Air France becomes the first airline to deploy Amadeus' new revenue integrity solution, Automated Ticketing Limits*

Madrid, Spain, 16 December 2008: In today's market it is vital that airlines harness all available revenues and remove unproductive bookings. Against this backdrop, Amadeus has extended its revenue integrity portfolio with the launch of the Automated Ticketing Limits solution, which provides innovative flight firming features as it delivers real time assignment of ticketing time limits and instant prompts directly onto travel agents' desktops.

Amadeus Revenue Integrity¹, the flagship solution in the portfolio, is the market leader in its field, processing over 1.6 million bookings per day and covering nearly 60% of all US domestic passenger traffic. Amadeus is registering a continued strong uptake of the product, with the latest signatures of 10 major airlines around the globe during 2008.

Amadeus Revenue Integrity helps airlines optimise revenues by ensuring their commercial flight firming and duplicate-check policies are applied on every booking. This is achieved by checking reservations against predefined business rules, in order to detect and process reservations that are not likely to materialise or do not comply with an airline's policies. Eliminating these non-productive bookings allows airlines to resell seats, ensuring maximum revenue collection.

Automated Ticketing Limits was developed in conjunction with Amadeus' airline customers and can be sold as a stand alone solution or in conjunction with Amadeus Revenue Integrity. Air France is the first airline to launch Amadeus Automated Ticketing Limits.

Catherine Colbus Medioni, Vice President, Revenue Management, Air France commented: "With this solution we can ensure that travel agents are prompted about ticketing time limits immediately, whilst they are still dealing with customers, which increases operational efficiency and improves

¹ Amadeus Revenue Integrity (ARI) was originally launched in 1996 as Airline Automation Inc, and is now an integral part of the Amadeus Airline IT portfolio.

customer service. In addition, we are able to reduce revenue leakage by eliminating the cost of non-productive bookings and improve revenues through the reselling of released inventory.”

Automated Ticketing Limits is the latest development under the umbrella of the Amadeus Airline Retailing Platform*, a new distribution proposition launched earlier this year. Furthermore, Air France is the first airline to use the intuitive graphical management interface of the Airline Retailing Platform to manage in real-time and self administer their business rule set-up through all the Amadeus points of sales, in compliance with their business policies.

Frederic Spagnou, Vice President, Airline Business Group, Amadeus, said: “In today’s challenging economic climate airlines are telling us they need support to both safeguard revenues and remove any barriers to revenue optimisation. This is why we continue to invest in our revenue integrity portfolio and why so many airlines rely on us. This latest solution demonstrates our commitment to help airlines optimise revenues and improve profitability.”

Notes to the editors

*** About the Amadeus Airline Retailing Platform**

The Amadeus Airline Retailing Platform transforms the GDS from a distribution channel to a retailing platform by combining the best elements of traditional indirect distribution (global reach & higher value sales) with the best of the online direct distribution channels (efficiency, target marketing and brand differentiation opportunities).

As part of the Amadeus Airline Retailing Platform, airlines are provided with a graphical management interface through which they can manage their distribution set-up through all the Amadeus points of sale. This enables real-time, standardised business rule deployment, increasing the speed of implementation of new functionality and business policies in the channel.

At the launch of the Airline Retailing Platform, Amadeus committed to delivering new functionality to ensure airline products are sold in compliance with their distinct commercial policies to guarantee revenue integrity.

The Airline Retailing Platform also brings significant benefits for travel agencies. The platform will deliver more information about airline offers to the travel agent’s desktop, enabling them to offer enhanced consultation by easily comparing between different products and suggesting additional services.

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 in 76 countries covering more than 217 markets.

The company is majority owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs over 8,600 employees worldwide, representing 105 nationalities.

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

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