

Press Release

Amadeus joins BlackBerry ISV Alliance Program to provide travellers with mobile technology solutions on BlackBerry smartphones

Amadeus will be exhibiting at Mobile World Congress 2009 in Barcelona at the BlackBerry stand (8B91 in hall 8)

Madrid, Spain, 16 February, 2009: Amadeus, a leading global technology and distribution partner for the travel and tourism industry, today announced that it has joined the BlackBerry® ISV (Independent Software Vendor) Alliance Program, and will be exhibiting at the BlackBerry stand at Mobile World Congress in Barcelona from 16-19 February 2009.

The BlackBerry Alliance Program is supporting Amadeus develop integrated wireless applications for the BlackBerry® platform, which will be available and announced later this year. Amadeus is developing an application that allows both personal and business travellers to download all of the information they need related to their trip, straight onto their BlackBerry® smartphone.

Francois Laburthe, Operational Research & Innovation Director, Amadeus, said, “Travellers are increasingly demanding personalised real-time information for managing their travel arrangements while on the move. Thanks to our involvement in the BlackBerry Alliance Program, we are developing functionalities that will enhance the travellers’ experience with new levels of convenience and flexibility. We are excited to work with RIM and the BlackBerry solution to create a superior trip experience for the traveller.”

Last year, Amadeus and ACTE (Association of Corporate Travel Executives) published the study *Upwardly Mobile* concerning mobile technology and the corporate traveller. For more information please go to <http://www.amadeus.com/corporations/GoingMobileWP>.

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

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