



## Press Release

### Virgin America and Amadeus enter long-term distribution agreement

*Amadeus Users Around the Globe Now Have Access to Virgin America Flights*

**Madrid, Spain, 20 March, 2009** – Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, and Virgin America, the award-winning California-based domestic airline, today announced a three-year distribution agreement which will bring full content to Amadeus users worldwide and enable the carrier to extend its reach. Amadeus users can now access and book fares and inventory that Virgin America makes available to the public through its internal reservation system and its consumer Web site, as well as through third-party sites.

“Amadeus and Virgin America are both known for providing the best value to savvy travelers, so we’re pleased to announce this partnership and to give Amadeus customers the chance to experience our award-winning and unique low-fare service,” said Diana Walke, Vice President for Planning and Sales at Virgin America. “Amadeus is a trusted and important distribution channel that will help us reach new customers as we continue to grow.”

Launched in August 2007, Virgin America offers low-fare flights that appeal to today’s tech-savvy business and leisure travelers. Virgin America captured a list of travel industry awards within its first year flying, including “Best Domestic Airline” in Condé Nast Traveler’s 2008 Readers’ Choice Awards and in Travel + Leisure’s World’s Best Awards.

“Amadeus strives to offer the widest scope of integrated content to our travel agency partners. Our customers have long told us that access to complete content is their highest priority,” said Peter von Moltke, Senior Vice President of the Airline Business



Group for Amadeus North America. "Full content agreements with North American carriers such as Virgin America are a significant part of our ongoing mission – to provide our customers with the best service in the industry."

Virgin America offers power outlets at every seat and the seatback touch-screen Red™ platform which allows guests to control their own in-flight experience. Red™ offers an on-demand food menu, live TV, movies, seat-to-seat chat, thousands of MP3s, videogames, and more. Already on 13 aircraft, by the second quarter of 2009, Virgin America will be the first U.S. airline to offer in-flight internet on every flight.

Virgin America offers flights from: SFO to LAX, SFO to JFK, SFO to SAN, SFO to IAD, SFO to LAS, LAX to JFK, LAX to IAD, SFO to SEA, SEA to LAX, JFK to LAS, BOS to LAX, BOS to SFO and starting April 30 – SFO to SNA.

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#### 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**.

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 8,500 employees worldwide, representing 105 nationalities.

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



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Your technology partner

**About Virgin America**

Launched in August 2007, Virgin America is a California-based that offers guests attractive fares and innovative features aimed at reinventing air travel. Virgin America is one of the fastest growing U.S. carriers of all time, with a new 28-aircraft Airbus A320-family fleet. Virgin America's base of operations is San Francisco International Airport's modern and convenient International Terminal. The airline flies to San Francisco, Los Angeles, New York, Washington D.C., Seattle, Las Vegas, San Diego, Boston, and as of April 30, 2009, Orange County. To learn more: <http://www.virginamerica.com>

Virgin America is a U.S. owned and controlled airline and an entirely separate company from Virgin Atlantic. Sir Richard Branson's Virgin Group is a minority share investor in Virgin America.

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