

Press Release

Amadeus and Accor extend global distribution agreement to cover Motel 6 and Studio 6 brands

- *Leading North American budget hotel chain chooses Amadeus booking system to drive growth and increase revenues from in-bound travellers*
- *Global deal broadens Amadeus' economy and extended stay hotel content for travel agencies and subscribers*

Madrid, Spain, 2 June 2011: Amadeus, a leading travel technology partner and transaction processor for the global travel and tourism industry, today announces the extension of its distribution agreement with Accor, the world's leading hotel operator, to enable over 1,100 of the chain's budget Motel 6 and Studio 6 properties to be booked through Amadeus. The addition of these two brands brings the total number of properties available through the Amadeus global distribution system to over 90,000.

The deal enables Studio 6 and Motel 6 to increase brand visibility by leveraging Amadeus' premium global position. The agreement is part of Accor's strategy to drive growth for the budget hotel chain by targeting and attracting travellers from outside North America.

The addition of the Motel 6 chain, which offers economy lodging, and Studio 6, which offers affordable comfort for extended business trips, further supports Amadeus' Hotel Distribution strategy to pursue the best chain brands to deliver on subscriber needs. Amadeus is responding to travel agents' increasing demand for greater choice in budget and long stay properties.

This comes at a time when foreign visitor arrivals to North America are expected to grow by over four per cent per annum over the next ten years¹ The Motel 6 & Studio 6

¹ Source: [The Travel Gold Rush 2020](#), Amadeus / Oxford Economics

network, which spans across the U.S. and Canada with more than 1,100 locations and 100,000 rooms offers foreign visitors a convenient and affordable way to experience the iconic American road trip.

Hugo Ehrnreich, Head of Hotel Distribution, Amadeus, said: “At Amadeus, we want to make sure our partners have it all. We want to meet the strong demand from bookers for a wider choice of hotel content - whether for budget hotels, pre-paid bookings, or niche independent properties. And give hotel providers efficient international reach to boost occupancy rates. We are therefore delighted to extend our already excellent relationship with Accor by integrating Motel 6 and Studio 6 brands at rate parity to Amadeus”

Ludovic DuPont, Vice President, Distribution Travel Agencies, Accor, said: “For us, this is all about gaining access to the international traveller market. We want to be available through the best, most comprehensive GDS for each region as we seek to promote our budget and extended stay offerings to travellers around the world. Amadeus was the obvious choice to make this happen.”

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Notes to editors:

About Motel 6

Motel 6 offers the lowest price of any national chain at more than 1,100 company-owned and franchised locations throughout the United States and Canada. For 25 years, Motel 6 has used the tagline, “We’ll leave the light on for you®,” earning the chain the highest brand recognition in the economy lodging segment. Motel 6 was the first national pet friendly chain, welcoming pets since 1962. Standard amenities include free local phone calls, no long distance access charges, free morning coffee and expanded cable channel line-up. Most locations offer Wi-Fi Internet access, swimming pools and guest laundry facilities. For more information, visit www.motel6.com.

About Studio 6

Studio 6 extended stay hotels offer the affordable comfort of furnished studios, low weekly rates and accommodating hotel amenities. You will find Studio 6 locations in the United States and Canada Conveniently located in major business complexes, offering easy access to shopping and retail centers, entertainment areas, and restaurants. For more information, visit www.staystudio6.com

About Accor

Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,200 hotels and more than 500,000 rooms.

Accor's broad portfolio of hotel brands - Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, all seasons, Etap Hotel, Formule 1, hotelF1 and Motel 6, and its related activities, Thalassa sea & spa and Lenôtre - provide an extensive offer from luxury to budget. With 145,000 employees worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

About Amadeus

Amadeus is a leading transaction processor and provider of advanced technology solutions for the global travel and tourism industry.

Customer groups include **travel providers** (e.g airlines, hotels, rail, ferries, etc.), **travel sellers** (travel agencies and websites), and **travel buyers** (corporations and individual travellers).

The group operates a **transaction-based business model** and processed 850 million billable travel transactions in 2010.

Amadeus has central sites in Madrid (corporate headquarters and marketing), Nice (development) and Erding (Operations – data processing centre) and regional offices in Miami, Buenos Aires, Bangkok and Dubai. At a market level, Amadeus maintains customer operations through 73 local Amadeus Commercial Organisations covering 195 countries.

Amadeus is listed on the Madrid, Barcelona, Bilbao and Valencia stock exchanges and trades under the symbol "AMS.MC". For the year ended 31 December 2010, the company reported revenues of EUR 2,683 million and EBITDA of EUR 1,015 million. The Amadeus group employs over 10,130 employees worldwide, with 123 nationalities represented at the central offices.

To find out more about Amadeus please go to www.amadeus.com.

To visit the Amadeus Investor Relations centre please go to www.investors.amadeus.com.

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