



## Brighter, Bolder, Better

See our aspiration in action  
in our new corporate blog at  
[www.amadeus.com/blog](http://www.amadeus.com/blog)

Our aspiration is captured in three words, we want to be: **Brighter, Bolder, Better**. Amadeus has an impact at every step of the travel chain, with our people, working and interacting with each other and with our customers supporting their business goals, worldwide.

### BRIGHTER PEOPLE

Meet the people, know the company. Amadeus people are multilingual, multitasking and multicultural and committed. You can feel the buzz of excitement at all our worldwide sites, where we work on groundbreaking projects that are transforming our customer's operations and changing the way the travel industry works.

### BOLDER INNOVATION

To take the lead, first take the initiative. Amadeus has a reputation for sustained investment in customer-focused, cutting edge research. We create the most powerful technologies for the travel industry.

### BETTER SOLUTIONS

For travel providers, travel sellers and travellers. Amadeus' distribution and IT solutions are designed to meet the specific needs of very different customers. From boutique hoteliers to global airlines; from specialist online holiday companies to travel retailers with outlets on every continent.



## 10th Anniversary Agency Appreciation Cruise for Northern Region Agents

**Penang, March 26, 2010** - Our agents in the northern region were invited to a 2D1N sunset cruise on-board Star Cruise Pisces to celebrate Amadeus 10th Anniversary Celebration. The cruise was in appreciation to our agents who have contributed to our success in the last 10 years.

129 participants from 51 agencies boarded the cruise from Swettenham Pier, Penang. As the cruise starts sail at around

7pm, all our agents were gathered at the Galaxy of the Star where Marilyn Teoh, General Manager gave a thank you speech to all the agents.

"Our northern region agents' support has been instrumental in Amadeus success in Malaysia. As the business landscape continues to evolve, Amadeus is well positioned to support our agents with the latest technologies and solutions. We will also continue to strive for continuous improvement in our customer support to better meet our agents' needs", said Marilyn Teoh.

In further appreciation, 12 of our top agents were awarded with the Top Agency Award.

Throughout the evening, participants were entertained with various performances ranging from live music band to live stage shows. It was truly a night filled with fun and laughter for everyone on-board.



Marilyn Teoh  
General Manager



# Together Making a Difference

**Kuala Lumpur, June 6, 2010** - Amadeus Malaysia recently participated in the Annual Charity Bazaar & Food Fair in support of Rumah Kanak-Kanak Angels Kuala Lumpur. We sold cut fruits, homemade jelly, cutie face cakes, chocolate cup cakes and homemade prawn crackers, all of which were sponsored by our volunteers and all proceeds were then donated to Rumah Kanak-Kanak Angels Kuala Lumpur.

Since October 2009, Amadeus Malaysia's CSR team has undertaken various initiatives aimed at helping the underprivileged and we have made several visits to chil-



Amadeus Malaysia's CSR Volunteers

dren orphanages where we handed out food and basic supplies. Apart from that we have also formed a long term goal and objective that is to provide basic computer training and education to the underprivileged. To ensure sustainability, we plan to set up computer cum mini library centre by

donating used PCs and second-hand books.

For a start, we have donated used PCs to Sinthamani Devine Life Ashram, an Indian orphanage home in Jinjang. We provided basic computer skills to the children and some were overjoyed as most of them have never used a computer before.

Amadeus Malaysia CSR team are made up of staffs who have volunteered to contribute both time and effort in various corporate social responsibility projects and most of them find the experience to be both fulfilling and rewarding. We will continue to strive to contribute to the community because at Amadeus Malaysia, we believe together we can truly make a difference.

## PRICEIT RIGHT with Amadeus Negotiated Fares

### Do you know the benefits of Amadeus Negotiated Fares?

- ▶ TST is priced and fare elements are populated automatically (FXP/R,U)
- ▶ Improves productivity
- ▶ Accurate pricing helps you to save time by selling faster & more efficiently
- ▶ All fares & taxes are quaranteed
- ▶ No more ADMs
- ▶ TST will display Net Fare but ticketed with Gross Fare (except MI & SQ)

**Please contact our customer support or your account manager for more information.**

#### Participating Airlines:



## Promotion Update



#### Amadeus Hotel Store

1st June to 31st August 2010

We are giving away RM1000 each to our Top 3 Hotel Store bookers. Not only that, first 200 fulfilled Hotel Store bookings monthly will also be rewarded with RM20 each.



#### Amadeus Mena Tanda F.I.F.a.

1st May to 31st July 2010

Come and play to win fantastic prizes in 'Amadeus Mena Tanda F.I.F.a.' PNR matching contest. We are giving away a Grand Prize of a 32" LCD TV!



#### Amadeus Ticket Changer Launch

15th March to 15th September 2010

We are giving FREE access to Amadeus Ticket Changer to all travel agencies using Amadeus System. Please contact your account manager for registration and activation.

**Please logon to [www.my.amadeus.com](http://www.my.amadeus.com) for promotion details and our latest promotions.**

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[www.my.amadeus.com](http://www.my.amadeus.com)