

Tomorrow, the Airline Industry will achieve a great milestone: 100% electronic ticketing worldwide by May 31st, 2008. The cost reduction benefits to travel agencies will be significant. End-customers will enjoy saving time and increasing efficiency. This is an objective that Amadeus strove for from the very beginning, and which is made all the more exciting with the introduction of the Amadeus Electronic Ticketing Direct option.

Amadeus works closely with all travel agency partners to ensure this transition is smooth and seamless. With Amadeus Electronic Ticketing, the entire industry can be assured a successful ticketing evolution.



Global number One in e-ticketing

IATA's *Simplifying the Business* initiative has called for a 100% paperless environment by the end of May 2008. As a key IATA partner, Amadeus has embraced the challenge. Amadeus Electronic Ticketing is a complex network which connects carriers' databases, ticketing servers and BSPs to enable authorized Amadeus travel agents to issue electronic tickets easily and securely. Amadeus is the industry leader in the number of airlines implemented, markets deployed and interlines activated. Working with Amadeus, travel agents are guaranteed the largest community of carriers and markets using electronic ticketing around the world!

Your technology partner

While the transition to a 100% e-ticketing environment ultimately requires travel agency adoption and support, Amadeus is your technology partner to support you in this endeavor. Through dedicated work-groups we are working hard to identify and answer all questions surrounding the e-ticketing objective. A dedicated plan is in place to ensure that full e-ticketing functionality is available throughout all Amadeus applications, and are integrated into all Amadeus e-learning programs.

With the functionality implemented by Amadeus, Airlines are able to issue electronic tickets in countries without BSP. Iberia is now testing this functionality to implement e-ticketing in Algeria, country without BSP and where Amadeus is the most important GDS. We plan to continue with other countries.



e-Ticketing everywhere

To ensure a seamless e-ticketing transition, even in markets where a Billing and Settlement Plan (BSP) is not available, Amadeus has newly developed an innovative e-ticketing solution. Amadeus Electronic Ticketing Direct enables authorized travel agents to issue electronic tickets and report these transactions directly to the airline revenue accounting systems, without having to report them first to the BSP.

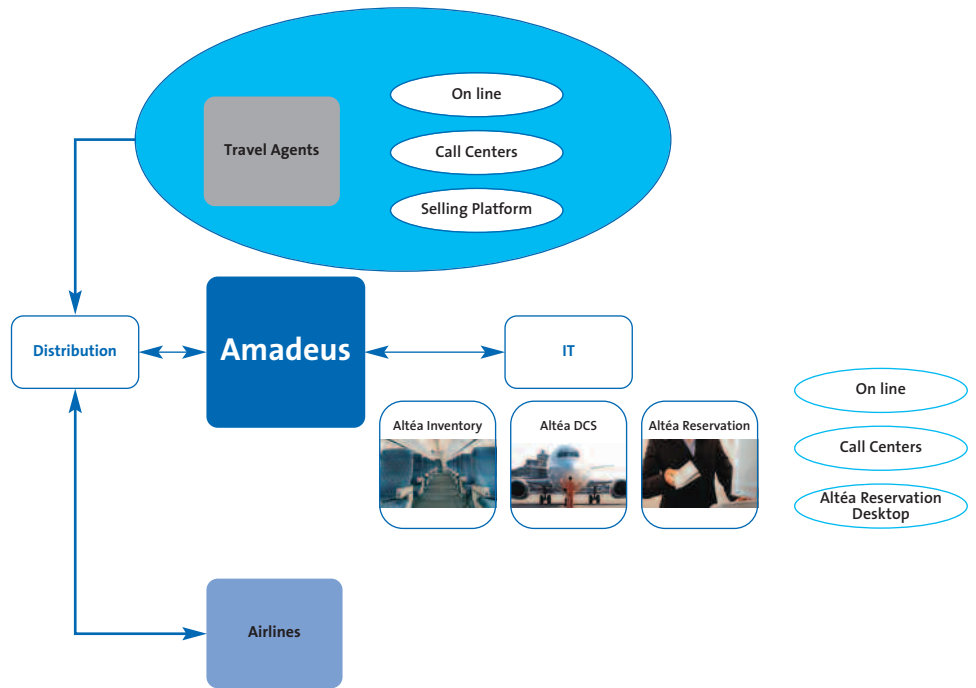
- > Today Amadeus e-ticketing serves 232 Airlines and 146 countries
- > More than 84% tickets issued by Amadeus are electronic tickets

The value of this product is very important for Iberia as from 1st June 2008, following IATA mandate, all tickets must be electronic and without this functionality the achievement of this goal will not be possible. In addition, this functionality saves the airline time in distributing and controlling the paper documents, provided now to each travel agent authorized.

Hernando Álvarez, Ángela
Iberia
Electronic Ticketing Direct Project
Manager

Reduce overheads, enhance customer service

Every travel agency is looking for technology that can help boost profits, is easy to use, and offers secure and reliable e-ticketing management. The Amadeus e-ticketing solution is your answer! With Amadeus Electronic Ticketing, you'll simplify your business processes as all transactions are recorded electronically; you'll increase your productivity and flexibility; all resulting of course in cost savings. Your customer will immediately enjoy these benefits. There will no longer be a risk of losing tickets and their travel experience will be easier, faster and more convenient.



Key features	Travel Agency benefits
Amadeus is the established leader	To access to the most widespread community of e-tickets carriers
Real-time access/update to electronic data thanks to a direct connection to the airline's database	Simpler business process Increase in productivity Flexibility and security
Electronic Ticketing Direct	Increase the e-ticketing community of carriers available

Key features	Passenger benefits
No more lost paper tickets	Faster and more convenient way to travel Last minute travel easier to manage
Modifications can be done with the customer by phone	Time saving

With an average e-ticket ratio of already over 84 % at the end of September 2007, Amadeus is the leading player in the transition from paper to electronic ticketing.

Contacts

Should you have any questions about Amadeus Electronic Ticketing, please contact: eticketing@amadeus.com

Should you have any questions about paper decommissioning, please contact the working group: paperdeco@amadeus.com