

Press Release

Bezurk.com partners with Amadeus

Amadeus enters Asian travel search market with Bezurk.com

Bangkok, Thailand 23 August, 2007: Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, today announced that Bezurk.com, Asia Pacific's leading travel search engine, has chosen Amadeus Meta Pricer in the Asia-Pacific region. Meta Pricer, based on the next generation Amadeus Web Services Interface, helps travel search companies efficiently and cost-effectively retrieve accurate information on flight availability and prices from their airline partners. The result is a fast, efficient low-fare search which yields better quality results for the end consumer.

Travel search companies allow consumers, in a single query, to search and compare results from multiple airline and travel provider websites and the results are merged and displayed on a single page. These companies first appeared in North America in 2000 to help consumers with their online shopping and to manage the large number of websites. Bezurk.com was founded to cover the booming Asian Pacific market which was, at the time, poorly served by travel search companies. Bezurk.com is run by senior executives formerly from Yahoo, InterContinental Hotels Group, ZUJI and Priceline.

Without Amadeus Meta Pricer, travel search companies must directly access the airlines' websites or reservation systems to retrieve results. This can generate a lot of traffic on the airline's website and often does not return the most accurate availability or fares to the consumer. By contrast, when a search is made with Amadeus Meta Pricer, the query is conducted within Amadeus' inventory of fares, vastly reducing the strain on the airlines' website and increasing the accuracy of results. The cost-efficient model facilitates mutually profitable relationships between travel search companies and airlines.

“Many airlines have been telling us loud and clear that they are excited about partnering with Bezurk.com and the incremental direct business we can drive for them but that they really don’t want us to screenscrape their public websites in order to get their fares & availability”, said Martin Symes, CEO Bezurk.com. “By being able to retrieve data from Amadeus, Bezurk is the only travel search engine in the Asia Pacific region that is able to offer carriers this state of the art solution.”

“This is an extremely exciting time for online travel in the Asia Pacific region. PhoCusWright predicts that a fifth of all travel in the Asia Pacific market will be booked online by 2008. That is nearly double the figure for 2006, when 12% of travel in the region was booked online. With market-leading solutions like Meta Pricer and innovative partners like Bezurk.com, Amadeus hopes to be a key driver in an industry which is rapidly adopting new technologies,” says Gillian Gibson, Vice President, Multinational Customer Group, Amadeus.

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Notes to the editors

Bezurk

Bezurk.com is a comparison-shopping web site that helps travelers from the Asia-Pacific region search for flights, hotels, deals & activities across a multitude of travel websites. Bezurk searches suppliers like the airlines and hotel chains directly but also includes hotel aggregators and online travel agents. Searching is done in real-time so that results show only the latest pricing and availability. Bezurk links travelers directly through to partner websites to book. Bezurk is headquartered in Singapore and was founded in 2005 by former executives from Intercontinental Hotels Group, Priceline, Yahoo! and ZUJI. For more information, please visit www.bezurk.com.

Amadeus

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 in 76 countries covering more than 215 markets.

The company is owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs over 7,600 employees worldwide, representing 95 nationalities. Amadeus' revenue for the twelve months ended 31 December 2006 was EUR2.683m.

More information about Amadeus is available at: www.amadeus.com

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