

## Press Release

### Kayak partners with Amadeus in Europe

*Madrid, Spain, 19 February 2007:* Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, is providing technology to help support Kayak.co.uk, the largest travel search company in the UK, which officially launches today. Its recently launched Meta Pricer solution will also be used for Kayak sites launching in France and Germany in the second quarter of 2007.

Kayak is the first travel search company to use Amadeus Meta Pricer: a new low-fare search engine designed to help travel search companies to search the content of their airline partners. The solution conducts the search within the Amadeus distribution system, which minimises the cost to airlines of responding to travel search requests. The solution is based on Amadeus Web Services, a next generation interface which allows online travel companies to make bookings on the Amadeus system. The result is a fast, efficient low-fare search which yields better quality results for the end consumer.

According to comScore Media Metrix, Kayak.co.uk's Beta site was the largest travel search site in the UK with over 2 million visits since the site went live in December and a thriving online community sharing their travel experiences. Kayak is also one of the top 20 travel sites in the US.

Kayak.co.uk launches today with Kayak Forums, the award-winning Kayak Buzz and airfare history tools. Kayak's powerful flight search provides real-time prices and itineraries from more than 155 travel sites including leading European carriers, low cost carriers and online travel agencies. Users can search one way, round trip or multi-city, and Kayak.co.uk is the only travel search site that offers flexible search. Kayak.com links travellers directly to the airlines to make a purchase, so users benefit from incentives offered on supplier sites such as reward points and upgrades.

"Amadeus' low-fare search solution is an important foundation for our entry into the European market," says Steve Hafner, Co-Founder and CEO, of Kayak, "because it provides us with a cost-effective proposition for airlines so we can build long-lasting partnerships with our providers and offer the best range of content and fast, accurate search results to our consumers."

"We are delighted to be working with Kayak on this solution which brings efficiency to both suppliers and metasearches" says Gillian Gibson, VP, Multinational Customer Group, Amadeus,

“and we are naturally proud to have our technology endorsed by one of the biggest names in travel search.”

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### Notes to the editors

#### **About Kayak.com**

Kayak.com, the world's largest travel site, displays results from 404 travel sites, providing prices and itineraries for hundreds of airlines, more than 155,000 hotels, all leading rental car companies and 17 cruise lines. Kayak.com has been named “Best of the Web” by BusinessWeek, “Best of the Web” by Forbes.com, “50 Coolest Websites” by TIME Magazine, “Best Travel Search Engine” by the Associated Press, “Best Search Aid” by Travel + Leisure Magazine and “Best of the Web” by US News & World Report. Launched in 2005 by co-founders of Orbitz, Travelocity and Expedia, Kayak.com's investors include General Catalyst Partners, Sequoia Capital, America Online, Inc and London-based Accel Partners. For more information, visit [www.Kayak.com](http://www.Kayak.com).

**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 nearly 6,700 employees worldwide, representing 95 nationalities. Amadeus' revenue for the six months year ended 30 June was €1,381.6m.

More information about Amadeus is available at: [www.amadeus.com](http://www.amadeus.com)

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