

# **Amadeus Press Kit**

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## 1. Company overview

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Amadeus is the world leader in provision of solutions to the travel industry to manage the distribution and selling of travel services.

Its solutions and services are used by our customer groups in different ways. Over 102,200 travel agency locations and more than 36,600 airline sales offices use the Amadeus System to run their business. Many of the industry's other leading travel service providers use our modular technology to optimise their distribution and internal operational requirements.

Our tagline, "**Your technology partner**", reflects the approach we take towards our customers. We focus on building and maintaining mutually beneficial long-term relationships. Through this stability we develop an understanding of where we can maximize our customers' success, through the provision of technology.

### 1.1 Mission

**"To be the leading provider of IT solutions that enable success in the travel and tourism industry"**

### 1.2 Customer Segments

Amadeus provides a comprehensive offer to the travel & tourism industry. These combine technology in distribution, IT, point of sale solutions and more, helping our customers to take advantage of the technology and convert it to business success.

#### Travel providers

**Airlines** - network airlines, regional airlines, and low cost/leisure carriers

**Hotels** - chains, representation companies, and independent hotel companies

**Ground & Maritime** - car rental companies, railway companies, ferry lines, cruise lines and insurance companies

**Tour operators** - specialty, mass market and vertically integrated tour operators

#### Travel sellers

**Travel agencies** - including travel management companies, business and leisure agencies, online travel agencies and consolidators

#### Travel buyers

**Corporations** - self-booking solutions for companies looking to maximize value from their travel spend

**Travelers** - serviced through Amadeus companies such as Opodo

### 1.3 Core strengths

Amadeus' success is based on three principal strengths:

#### Partnership

Amadeus' greatest strength is its ability to form successful mutually beneficial partnerships with its customers. By working effectively with those immersed in the business of travel and tourism, the company has been able to design winning solutions for travel booking and travel management.

Amadeus partners with technology, solutions and brand leaders. Our partners include IT leaders such as SAP, IBM, Microsoft, British Telecom (BT), Cisco, Unisys, Siemens, HP, AT&T and SITA and software experts such as Travelfusion, Hitch Hiker, InteRes, and Trisept.

## Technology

Our industry leading technology delivers efficient solutions to customers' critical business challenges (increasing revenues and productivity, reducing costs, improving customer service). Amadeus invests in the latest technology solutions and operating environments to be able to design and develop innovative products and services.

## Global presence, local expertise

Amadeus has established a truly global presence:

### Central Headquarters

Central sites are located in Madrid, Spain (Corporate HQ & Marketing), Nice, France (Development) and Erding, Germany (Operations).

### Regional offices

These provide sales, marketing and customer support to Amadeus' operations around the world. These are located in Miami, Bangkok and Buenos Aires.

### World markets

At country level, Amadeus maintains sales and marketing offices around the world that provide local sales, customer service and support. Today, there are 71 local Amadeus Commercial Organizations covering frontline activities in more than 219 markets.

## 1.4 Brief history

### Pioneering

Created as a Global Distribution System by Air France, Lufthansa, Iberia, and SAS in 1987, Amadeus has been a pioneer in the travel industry. Examples include:

- Setting up the Amadeus International Travel Agency Advisory Board
- Creating its first country operation – Amadeus Finland - to serve the travel distribution needs of Finnish travel agencies
- The first global distributor to offer neutral (unbiased) flight availability data

### Growth & diversification

Throughout the 1990's, Amadeus continued to set standards by developing innovative and user-friendly products, establishing a presence around the world - via the opening of country operations and regional offices - and creating an online presence. All its products and services were specially designed to facilitate the making of travel arrangements for both leisure and corporate travel:

- Booking solutions specific to car, hotel, and flight bookings
- Solutions for business travel management for corporations
- www.amadeus.net – a travel booking website complete with all kinds of destination information for the traveler

By 2000, Amadeus' received quality certification (ISO 9001:2000) from the International Organization for Standardization (ISO) – the first company of its kind to do so.

## Key acquisitions & partnerships

Since 2000, world-leading airlines such as British Airways, Qantas and Finnair have contracted Amadeus' Airline IT Services. Additionally, major corporations and travel suppliers use Amadeus technology solutions for:

- Sales, reservations, and e-ticketing systems
- Corporate self-booking tools
- Customer Service Management for airlines

Companies where Amadeus holds a large stake include:

- Vacation.com, the largest US marketing network for leisure travel
- Opodo, a leading pan-European online travel company

## Milestones

<b>2009</b>	<p>Amadeus announced that a suite of mobile solutions will become available to the business traveler this coming summer. This includes the possibility of having efficient approval workflow while on the road and itinerary-based location information upon demand, as well as an employee security tracker. The new solutions will function on all the major mobile operating systems such as <b>Windows Mobile, Symbian and BlackBerry</b>.</p> <p>It was announced the successful deployment of the Amadeus e-Retail solution for <b>China Southern Airlines'</b> international outbound bookings. Travelers in China are now able to book tickets to China Southern's global destinations via the China Southern website (<a href="http://www.cs-air.com">www.cs-air.com</a>). Amadeus and China Southern have been working together since 2006, when Amadeus technology first helped the airline to process inbound website bookings from customers outside China. This deal now sees Amadeus powering all international online bookings for the carrier's inbound and outbound customers.</p> <p><b>Amadeus</b> announced business results for the twelve months ending December 31, 2008. Amadeus' revenue grew by 2.2% compared with 2007, to EUR 2,861.4m . Total travel bookings fell by 2.1% year-on-year to 526.6m but travel agency air bookings grew slightly, by 0.6%, to 364.2m. This was achieved in a declining market largely thanks to a 1.7 percentage point gain in market share; Amadeus retains the number one position in travel agency air bookings made through a GDS in 2008 with a market share of 35.6%.</p> <p>An <b>International Chamber of Commerce</b> arbitration tribunal has found that IATA's use, in its PaxIS product, of electronic ticketing information transmitted by Amadeus, constitutes a breach of its contractual agreements with Amadeus and also infringes Amadeus' rights under the EU Database Directive.</p> <p><b>Finnair</b> has successfully switched all its departure control activity to the new generation technology Amadeus Altéa platform. Finnair is also the first airline to implement the new Altéa Self Service Check-in solution, which expands the choice of check-in channels for the airline's customers to include web, mobile phone (SMS and MMS), as well as airport kiosks. The last phase of the transition to the new departure control platform involved migration of Finnair's passenger check-in at 63 airports worldwide. This was carried out with minimal disruption to the airline's operations and concluded on April 29.</p> <p><b>SAS Group</b> and Amadeus signed a 10-year technology partnership for the provision of a new generation passenger service system. Adoption of next-generation technology will support the SAS Group's move toward cost efficiency and an enhanced capacity to respond effectively to a fast-changing and competitive marketplace. Amadeus will implement the new technology platform for the SAS Group of airlines through a phased migration process which will start in 2010.</p> <p>Amadeus announced the global launch of <b>Amadeus Hotel Store</b>, a new solution fully integrated at the Amadeus point-of-sale that brings seamless access to hotel consolidator content. Transhotel, a global hotels consolidator with 15 years experience, is Amadeus' launch partner for this solution.</p> <p>Amadeus and <b>Virgin America</b>, the award-winning California-based domestic airline, announce a three-year distribution agreement which will bring full content to Amadeus users worldwide and enable the carrier to extend its reach. Amadeus users can now access and book fares and inventory that Virgin America makes available to the public through its internal reservation system and its consumer Web site, as well as through third-party sites.</p> <p>Amadeus signed a five-year worldwide agreement with <b>Emirates</b> to ensure travel agents have access to the</p>
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	<p>airline's full range of content.</p> <p>Amadeus launched the latest version of <b>Amadeus Rail's IT</b> solution that provides rail operators with the technology to manage reservations, inventory, scheduling, seating, pricing and ticketing operations. The new version, initiated and being implemented by the Australian railway carrier <b>CountryLink</b>, sets a new standard for rail operators and is the result of Amadeus investment in IT products for rail.</p> <p>Amadeus announced that it has joined the <b>BlackBerry® ISV</b> (Independent Software Vendor) Alliance Program, and exhibited at the BlackBerry stand at Mobile World Congress in Barcelona from February 16-19, 2009.</p> <p>Amadeus launched a report commissioned from the <b>Economist Intelligence Unit</b>, into the effect of the economic downturn on executives' choice of hotel. Titled, "<b>The Austere Traveller - the effect of corporate cutbacks on hotels</b>," the report finds that executives will make fewer, shorter and cheaper business trips in 2009 and prefer basic efficiency and good service over ancillary services. Fully one-fifth of the 354 executives who responded to the survey in Asia, Europe and North America thought an internet connection was more critical than a quiet room.</p> <p>Amadeus and travel research authority <b>PhoCusWright</b> unveiled a report that shed light for the first time on corporate travel in the world's fastest growing economy. Entitled "Corporate Travel Management and Practices in China," the report, which is based on interviews with 112 corporate executives in China, paints a picture of the huge opportunities available for the travel and tourism industry in the market. At the same time, it highlights the significant challenges facing companies operating in the country, whether they are multinational corporations with a presence in China, private domestic companies or state-owned enterprises.</p> <p>Amadeus and <b>Carlson Hotels Worldwide</b>, a global hotel company with more than 1,000 properties in 74 countries, enabled a Direct Connect between the hotel company's five hotel brands and Amadeus and its world-leading distribution system. This provides Carlson Hotels with a faster, more flexible, efficient and reliable interface. It also enables Carlson Hotels to provide a more accurate booking process for the 99,000 travel agencies worldwide connected to Amadeus.</p> <p>Amadeus announced a reorganization of its commercial organization, following <b>the appointment of Philippe Chérèque to Executive Vice President</b>, Commercial from January 1, 2009. The Commercial organization is now divided into three functional areas which reflect Amadeus' primary commercial opportunity and reinforce the company's long-standing commitment to time-to-market and customer needs.</p> <p>Amadeus signed a strategic partnership agreement with <b>Transhotel</b>, a global consolidator of hotels and services. Under the agreement, both companies will work more closely to improve travel agents' access to Transhotel content within this a product offered to Amadeus customers.</p> <p>Amadeus became the first in the car rental industry to achieve <b>100% e-Voucher</b> for its car rental reservations worldwide as of January 1, 2009. Back in October 1996, Amadeus was the first and only travel distribution company to offer a global paper voucher solution for car rentals. Ten years later, in December 2006, Amadeus pioneered the launch of the e-Voucher and following the path initiated by the airline industry, Amadeus takes the next step forward and moves to greener, more efficient processes for travel agencies with the full withdrawal of the traditional paper vouchers.</p>
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<p><b>2008</b></p>	<p>Amadeus extended its revenue integrity portfolio with the launch of the <b>Automated Ticketing Limits</b> solution, which provides innovative flight firming features as it delivers real time assignment of ticketing time limits and instant prompts directly onto travel agents' desktops.</p> <p>Amadeus announced that the <b>number of properties in its Global Distribution System (GDS) has reached 80,000</b>, providing a vast choice for travel agents and greater visibility for the participating hotels. Overall hotel bookings made through the Amadeus GDS during the first nine months of 2008 rose by 7.4% compared to the same period in 2007, generating close to 1.7 bn Euros for hotels using the system.</p> <p>Amadeus rolled out the <b>Amadeus e-Support Center</b>, an online support tool for travel agents to browse support information, resolve problems and log a case to the Amadeus Help Desk. The online resource is currently in use in France, Australia, Malaysia, the Philippines and Hong Kong, and will be launched in North America, Brazil, Scandinavia, Singapore, the United Kingdom, Ireland, Portugal and Latin America.</p> <p>Amadeus won the prestigious "<b>Aviation Technology Provider of the Year</b>" <b>Award</b> at the 2nd Aviation Business Awards Middle East 2008 ceremony held in Abu Dhabi. Amadeus was chosen as the clear winner among other global industry players for its demonstrated commitment in helping airlines, airports and travel agencies increase their efficiencies and effectiveness with its technology solutions.</p>
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Amadeus launched a **new version of its self-booking tool for corporations** which includes a feature enabling users with mobility impairments to request special assistance at airports at the time of booking their trip. Visually impaired travelers or those with reduced mobility will be able to easily request assistance, such as a wheelchair or a guide in advance of travel, for every necessary stage of their flight.

Amadeus announced that **David V. Jones has been appointed to take over as President & CEO of Amadeus IT Group from January 1, 2009**. David Jones has headed up Amadeus global commercial operations since 1992 and has a deep knowledge and experience of the travel industry and Amadeus' business. He has worked side by side with José Antonio overseeing the evolution of the company from the newest and smallest GDS competitor, to its current position as the world's leading supplier of travel distribution and IT solutions for the global travel industry. José Antonio Tazón became Chairman of the Amadeus Board of Directors from January 2009.

**Spanair**, the second largest airline in Spain, now manages all its reservations, sales and inventory activity using the **Amadeus Altéa Customer Management Solution (CMS)**. Adoption of the new generation technology platform allows Spanair to flexibly manage all its inventory, pricing, flight schedules and seat planning activity, as well as gain greater control over its sales channels.

Amadeus announced **Golden Tulip Jaipur** as its first **Property Management Solution (PMS)** customer in India. The installation paves the way for up to 20 similar implementations for other Golden Tulip hotels in India throughout the next two to five years. Amadeus is already providing PMS solutions to over 70 hotels in the wider Asia region.

**"Cost Control and Beyond,"** a new report published by CFO Europe Research Services in collaboration with Amadeus found that less than 40% of CFOs are satisfied with the levels of savings delivered by corporate travel programs in their company. The study is a result of research with CFOs in Europe, the US and Asia Pacific in a variety of industry sectors and investigates their perspectives on corporate travel management - an area which, to date, had not been widely explored.

Amadeus announced hotels offering their **Best Available Rates** through Amadeus now account for 75.3% of Amadeus' hotel bookings. Hotels which participate in Amadeus' Best Available Rate program guarantee to supply Amadeus with public rates that are the same or lower than those available through other distribution systems, branded websites or the hotel's own call center. Approximately 22,000 hotel properties in North America, 17,200 in Europe and 5,500 in Asia Pacific all guarantee their best rates through Amadeus.

Amadeus announced it successfully deployed its **e-Retail solution** to power global online sales at **Hainan Airlines**. Further cementing Amadeus' e-commerce leadership in China this deal sees Hainan become the fourth major Chinese carrier to partner with Amadeus.

Amadeus announced the formation of the **Amadeus Rail Business Group** as a result of the integration of the existing Amadeus Rail unit and the recently acquired rail IT company "Onerail". The move followed the full integration of the two companies which means Amadeus now has at its fingertips a suite of quality rail distribution technology products for both travel agents and rail providers across the globe.

Amadeus launched the latest version of the corporate self-booking tool, **Amadeus e-Travel Management (v11.2)**, which includes an unused ticket trader feature and extended carrier content from two key Brazilian airlines, **Gol** - a low cost carrier - and **TAM**.

Amadeus and **Heathrow Express** implemented an agreement which allows Amadeus travel agencies worldwide to book tickets on Heathrow Express using Amadeus Selling Platform. Heathrow Express, which operates a high-speed, non-stop service between Heathrow Airport and central London, is the first air-rail link to be available on Amadeus. This agreement is a key part of Amadeus' strategy to bring all rail services onto a single booking platform for the travel agent.

**transavia.com**, the European low cost carrier and Amadeus executed a strategic distribution agreement that makes the airline's entire inventory available in the Amadeus system, using the Amadeus Ticketless Access solution. As a result, travel agencies working with Amadeus can now make transavia.com bookings within their preferred GDS environment.

Amadeus announced the successful implementation of the **Amadeus Ticket Changer (ATC) Shopper** with **Air France**. The airline launched the new ticket rebooking technology in July across its 80 websites to allow online rebooking of tickets sold through all direct channels. The solution proved to be successful by increasing online rebooking transactions by 35% in its first month. Travelers can now easily change their bookings directly on the airline's website.

The **Real Hotel Company's purplehotels** selected the **Amadeus Property Management Solution (PMS)** to help underpin its expansion in the UK. The multi-property solution was installed in the first 15 hotels by the end of 2008 with an additional 40 hotels and 4,000 rooms planned in time for the London 2012 Olympics.

Amadeus announced the successful roll-out of **Amadeus Banners**. Finnair was the first airline to use this solution to launch a graphical campaign and better promote their offer to travel consultants. Amadeus Banners is the first new development from a range of airline merchandising features through the Amadeus Airline Retailing Platform, a new distribution proposition launched earlier this year.

Amadeus announced an expanded partnership with **SAP AG**, the world's leading provider of business software, to market an enhanced travel management and expense solution for corporations.

**Royal Air Maroc (RAM)**, Morocco's national carrier, signed a 10-year distribution agreement with Amadeus. RAM joining 12 other carriers from the Arab Air Carriers Organization (AACO) that selected Amadeus as an exclusive distribution partner in their home markets for 10 years, effective January 1, 2009.

Amadeus announced the launch of the first module of **Amadeus Airline Service Fees**, the industry's first solution to automatically price and collect ticketing fees through multiple channels in compliance with ATPCo and IATA regulations defined for OB Fees.

**Thai Airways** grew online bookings by 200% with **Amadeus e-Merchandise**. By adopting the industry-leading e-Merchandise solution to provide advanced shopping capabilities on their website, Thai Airways increased online domestic bookings by 200 percent over three months and furthermore has set a target to quadruple online bookings by year-end 2009.

Amadeus registered a record uptake of **Amadeus Ticket Changer (ATC)**. Within 15 months, 30 airlines signed up for the solution in order to fully automate their ticket change and re-issue processes, accurately collect associated additional revenues and improve the productivity of their customer service agents.

Amadeus acquired a controlling interest in **Onerail**, which provides a suite of technology solutions to the rail industry. The acquisition was a major milestone in Amadeus' strategy to expand its range of technology solutions for its customers in the travel industry.

**Singapore Airlines** powered its next generation passenger systems with Amadeus' Altéa Customer Management Solution.

Amadeus was selected by **Air Algérie, Afriqiyah Airways, EgyptAir, Etihad Airways, Kuwait Airways, Libyan Airlines, Qatar Airways, Saudi Arabian Airlines, Sudan Airways, Syrian Arab Airlines, Tunisair and Yemen Airways - from the Arab Air Carriers Organization (AACO)** - as their exclusive distribution partner in their respective home markets. Following the signing, the 12 airlines each established a 10-year distribution agreements with Amadeus, effective January 1, 2009.

**British Airways** and Amadeus announced they extended their existing relationship for another 10 years until 2017. The new agreement covers the entire IT Services relationship between British Airways and Amadeus, and is the continuation of the strategic arrangement which started in 2000 between the two companies, designed to provide British Airways with a 'new generation' technology platform for the management of passenger services.

A report by Amadeus and the **Association of Corporate Travel Executives (ACTE)** found that mobile technology is set to transform the entire travel experience for business travelers by improving access to information and services to ease their trip and by enabling corporate travel managers to increase travel policy compliance.

Amadeus launched **Amadeus Revenue Management System (RMS) for Ferries**. A sophisticated pricing and revenue management system, Amadeus RMS for ferries helps operators achieve the best possible profit on each of their crossings. It makes capacity and inventory recommendations based on analysis of historical, 'on the books' and forecast reservations.

Amadeus announced the launch of its **Middle East Regional Hub in Dubai**. The new structure serves as Amadeus' regional operations center in the Middle East.

Amadeus won three awards for its **20/20 campaign** in the **Internet Advertising Competition (IAC)**, established by the US-based Web Marketing Association.

	<p>Amadeus signed a major agreement with international corporate services company, <b>Hogg Robinson Group (HRG)</b> to become HRG's primary GDS partner in Switzerland, Austria and Lichtenstein.</p> <p>Amadeus signed 60 hotel brands to pioneering <b>Worldwide Commission Manager</b> and launched its solution in France. Over 20,000 hotel properties in Amadeus subscribe to this initiative and the solution is available to all 4,400 travel agencies in France.</p> <p>Amadeus created a new unit to provide tools for international leisure distribution. The unit is called <b>TravelTainment - The Amadeus Leisure Group</b> and brings together three Amadeus leisure technology businesses: TravelTainment, Amadeus Tours, and the product management and development for TOMA, a tour package distribution solution.</p> <p>Amadeus presented the Amadeus <b>Airline Retailing Platform</b>. The new platform will transform the company's global distribution system from a purely distribution channel to a retailing platform through which airlines can also access and leverage functionality to clearly differentiate their brand as in their direct distribution channels.</p> <p><b>Iberia</b> became the first airline to enhance its website offering with <b>Amadeus' Activities &amp; Entertainment</b> destination services platform.</p> <p>Amadeus saw hotel bookings increase by 7.5% in 2007. Half of Amadeus' hotel bookings come from a different country from the hotel which is being booked so the rise in bookings reflects a global growth in international guests. Similarly, trends in Amadeus' IT business indicate hotels are preparing for international expansion; sales of <b>Amadeus' multi-property Property Management System</b> increased by 33.4% in 2007. These two trends show that hotel chains are gearing up for welcoming foreign guests and opening properties in new countries.</p> <p>Half of the top 50 airlines listed in <b>IATA's</b> member ranking table selected Amadeus to underpin their direct relationships with online customers. These world's leading airlines rely on Amadeus technology and services for their domestic or international websites and, more specifically, their shopping, booking, or servicing functionalities. 80% of these airlines also chose to outsource their User Interface Web design and related hosting for the Amadeus solutions they have selected.</p> <p>Amadeus opened an <b>IT Competency Center in Chicago</b> to support commitment to the North American Travel Industry. The center supports the implementation of the company's Altéa airline IT suite for its North American launch partner, United Airlines. Amadeus also plans to utilize the center in the future to provide localized technical and engineering support for other airline and travel industry customers as the company continues to expand its technology presence in North America</p> <p>Amadeus announced a total of 18 award wins in 2007 for its airline e-commerce solutions and customer's websites. Wins included six <b>World Travel Awards</b>, three Interactive Media Awards and three Web Awards recognizing IT leadership.</p> <p>Amadeus agreed to sell its 50% stake in <b>Rumbo</b> to Orizonia Corporación, a leading company in the Spanish tourism sector. The other 50% continues to be owned by Telefónica, the Spanish telecommunications company. Orizonia and Telefónica have applied to the EU competition authority for approval of the agreement.</p> <p>Amadeus launched a three-year full content program in Europe in January 2008. 34 airlines signed up to the program, including <b>Air France-KLM, Iberia, Alitalia, TAP Air Portugal, Air Europa and Malev</b>. A further 29 airlines signed one-year full content agreements.</p> <p>Amadeus signed a long-term, pan-European agreement with <b>European Travel Interactive (eTRAVELi)</b>. Amadeus provides eTRAVELi, the Nordic region's largest online travel agency and parent company of Seat24 and SRG Online, with key travel content and fare-search technology.</p>
2007	<p>Amadeus won three prestigious awards including the <b>World's Leading Internet Booking Engine Technology Provider, the World's Leading CRS/GDS System and the World's Leading Travel Technology Provider</b>, at the annual <b>2007 World Travel Awards</b> ceremony. It is the fourth year running that Amadeus has picked up the award for the World's Leading Internet Booking Engine Technology Provider.</p> <p><b>Virgin Blue</b> and Amadeus announced a technology partnership which will see Amadeus equip the airline with leading-edge technology solutions to support its continued growth.</p> <p>Amadeus completed the migration of 75,000 hotel properties onto a <b>next-generation distribution technology platform</b>. The open systems technology allows Amadeus to introduce new search capability and provides the foundation for even more advanced search capability in the future.</p>

The **United Nations World Tourism Organization (UNWTO)**, the United Nations agency for sustainable tourism and the leading international organization in the field of tourism, signed a collaboration agreement with Amadeus aimed at the development of joint initiatives in relation to studies and analysis of the tourism sector at a global level.

**easyJet** signs break-through distribution deals with **Amadeus and Galileo** for the corporate travel market.

Nearly all companies using a self booking tool (SBT) are failing to benefit from increases in productivity by not integrating their SBT with expense management systems. This is according to a study commissioned by Amadeus and undertaken by **the Business Travel Research Centre at Cranfield University**, and the **Association of Corporate Travel Executives (ACTE)**.

**Qantas** and Amadeus expanded their IT relationship following 7 years of innovative collaboration.

**Sabre Holdings and Amadeus**, leading providers in global travel distribution and technology, announced the approval and launch of **Moneydirect**, a joint venture providing the industry solution for secure, automated payment processing, clearing and reconciliation for the travel and tourism industry.

Amadeus' travel agency channel generated **revenue of EUR 31.7 billion** for airlines in six months.

**Cathay Pacific Airways** signed a landmark ten-year contract which will see the carrier and its subsidiary, **Dragonair**, adopt the complete Altéa Customer Management Solution (CMS) to manage their passenger service chain, including reservations, inventory and departure control systems.

**Qantas** became the first airline in the world to roll-out the Amadeus developed next generation load control system, known as Altéa Departure Control-Flight, providing increased efficiency and accuracy of flight departures managed by the airline's Sydney and Melbourne load control centers.

Amadeus announced that **Air France** and **KLM** successfully launched the **Amadeus Award Calendar solution**, to make redemption of award miles more convenient for their frequent flyers on both [www.airfrance.com](http://www.airfrance.com) and [www.klm.com](http://www.klm.com). Amadeus Award Calendar is part of the Amadeus e-Service Solution, a full post-sales e-commerce service package, specifically designed to enable airlines to enhance customer loyalty levels, reduce costs and increase yield.

Amadeus signed an exclusive deal with **Wandrian**, a global rail specialist, to distribute rail content to travel agents outside Europe who want to book rail globally. Through the advanced web-based system Amadeus RailAgent, travel agents outside Europe have online connectivity and tools enabling them to book global rail passes and point-to-point tickets for travel in Europe, the US and Canada, Australia, New Zealand and India.

**British Airways** adopted **Amadeus Flex Pricer** to enhance the experience of booking connecting flight itineraries through its website [www.ba.com](http://www.ba.com).

**Austrian Airlines** announced the replacement of its inventory and check-in systems and joined the Common IT Platform, a Star Alliance initiative. Star Alliance Common IT Platform (CITP), is a joint, centralized platform for customer management, hosted by Amadeus for participating Star Alliance member carriers.

Amadeus and **British Airways** signed an agreement for the distribution of the airline's fares and inventory to Amadeus travel agencies and corporations.

Amadeus and **Destinations of the World (DOTW)**, the only dedicated global wholesale travel company and a leader in the travel wholesale industry, announced a strategic partnership. The agreement will enable the organizations to share each other's content, boosting their ability to serve the global travel agency community, the hospitality industry and travelers.

**Air Berlin**, Germany's second-largest airline and Europe's third-largest low fare carrier, is now managing its sales, reservations, inventory and route network worldwide, using the **Amadeus Altéa Customer Management Solution (CMS)**.

Over 20 major hotel companies signed up for the **Amadeus' commission management** solution. Amadeus has received strong support for its pioneering hotel commission management solution.

Amadeus announced that **Auto Europe**, a leading broker in European car rental services for over 50 years, has signed a worldwide agreement to distribute Auto Europe's 4,000 car rental locations and content through Amadeus with Complete Access Plus, the highest connectivity level within the Amadeus reservation system.

	<p><b>Austrian Airlines</b> adopted Amadeus Web Services which provide online access to the complete range of Amadeus applications.</p> <p>Amadeus provided technology to help support <b>Kayak.co.uk</b>, the largest travel search company in the UK. Its Meta Pricer solution will also be used for Kayak sites launching in France and Germany in the second quarter of 2007.</p> <p>A landmark report commissioned by Amadeus, "<b>Future Traveller Tribes 2020</b>," for the first time identified the major social, geopolitical, economic, consumer and technology trends that will determine who will be traveling in the future, which groups will potentially be most dominant and what their individual needs will be.</p> <p>Amadeus was chosen as a technology provider to four of the leading Indian online travel agencies: <b>Indiatimes, MakeMyTrip, Sify</b> and <b>Yatra</b>.</p> <p>Amadeus wins "<b>Best Technology Provider</b>" Award at Buying Business Travel Diamond Awards 2007.</p> <p>Amadeus won the award for "<b>Best Business Travel Product</b>" for its Amadeus e-Travel Management Solution at this year's Business Travel World Awards 2007.</p> <p><b>SNCF</b>, France's primary rail provider of local and long-distance passenger and freight services, signed a strategic agreement with Amadeus. SNCF will expand its availability in the Amadeus system to travel agencies across Europe.</p> <p>Amadeus and <b>Etihad Airways</b> announced that they have successfully implemented Amadeus Altéa Inventory for the airline. Adoption of the new generation IT solution strengthens Etihad Airways' capacity to maximize revenue on every seat.</p> <p>Airlines generated increased revenues using <b>Amadeus Revenue Maximization</b> tools. Amadeus has registered a marked increase in the number of the world's leading carriers using its revenue maximization tools to increase revenues through travel agency distribution.</p> <p>Amadeus announced that it is the first in the market place to provide e-vouchers for car rental reservations worldwide. Amadeus has signed a global partnership with <b>National Car Rental</b>, which will offer travel agents the possibility of providing e-vouchers for car rental reservations booked through Amadeus and National on a worldwide basis.</p>
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<p><b>2006</b></p>	<p>Amadeus was chosen by <b>lastminute.com</b> to launch the first online multi-carrier flight search display in a calendar format.</p> <p>Amadeus pioneered a <b>travel agency commission management solution</b> to boost hotel bookings.</p> <p>Amadeus signed a major global technology deal with <b>AccesRail</b>. AccesRail supports rail providers who wish to sell their products and services in the GDS principal displays, by taking responsibility for all associated administrative tasks. AccesRail's customers have access to the advanced Amadeus Electronic Ticketing Server, a solution to fulfill electronic document storage and data management needs</p> <p><b>EgyptAir</b> transformed operations and migrates successfully to <b>Amadeus Altéa Customer Management Solution</b>.</p> <p>Amadeus launched a new generation, multi-channel solution for the distribution of leisure travel content. Amadeus developed the solution with <b>Area Travel Agency</b> and <b>Finland Travel Bureau</b>, two of Finland's three largest travel agencies.</p> <p><b>Amadeus/ACTE</b> study found companies can save up to 45% of travel spend through implementation of global travel programs.</p> <p>Amadeus launched <b>Amadeus Meta Pricer</b>; a solution which brings quality, global air content to travel search engines (meta search engines) and helps airlines to cost-efficiently maximize their distribution.</p> <p>Amadeus completed the acquisition of <b>TravelTainment</b>, a booking engine technology provider in the German leisure travel market.</p> <p><b>Alitalia</b> signed <b>Amadeus Full Content Option</b>.</p>
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	<p><b>KLM to switch</b> all sales and reservations operations to <b>Amadeus</b> .</p> <p>Amadeus: <b>70% of tickets will be electronic</b> by end <b>2006</b>.</p> <p><b>Amadeus first-half revenue</b> exceeded <b>1.3 billion</b>; <b>global market share</b> passed <b>30%</b>.</p> <p><b>Etihad Airways</b> signed up for <b>Amadeus' Altéa Customer Management Solution</b>.</p> <p><b>Eurostar</b> signed <b>global technology partnership</b> with Amadeus.</p> <p><b>EgyptAir</b> was 27<sup>th</sup> airline to select <b>Amadeus Altéa Customer Management Solution (CMS)</b>.</p> <p>Thirty-seven leading hotel brands signed up to <b>Amadeus' Best Available Rate</b> program. Participating hotels guarantee to supply Amadeus with rates that are the same or lower than those available through other distribution systems, branded websites or the hotel's own call center.</p> <p>The <b>European Commission</b> confirmed Amadeus as the first European travel company in R&amp;D investment. Amadeus is ranked for the second year as the first European travel and tourism company in terms of R&amp;D investment.</p> <p>Amadeus sets its sight on becoming the IT leader for the travel industry by 2010. In his address at the Latin American Leaders Forum, hosted by <b>AITAL</b>, José Antonio Tazón, President and CEO of Amadeus, said: "We want to be the world's top IT service provider for the travel industry."</p>
<b>2005</b>	Acquisition of <b>Optims</b> , the leading European supplier of IT services to the hospitality industry, is completed.
<b>2004</b>	Amadeus annual sales revenues exceeded €2bn for the first time. <b>Qantas</b> , Australia's largest domestic and international airline, cut over to <b>Amadeus Altéa Inventory</b> , became the first airline in the world to process its yield, pricing and inventory via this solution.
<b>2003</b>	Acquisition of <b>Airline Automation Inc. (AAI)</b> , a leading provider of Revenue Integrity Services for the airline industry and currently servicing 60% of US domestic reservations.
<b>2002</b>	Amadeus completed its largest ever data migration, with no data loss, when <b>British Airways'</b> offices switched to <b>Amadeus Altéa Resevation</b> .  Amadeus launched e-Travel, to provide global on-line solutions for airlines, corporations, travel agencies and other travel partners.
<b>2001</b>	Acquisition of <b>e-Travel, Inc.</b> , a leading supplier of hosted corporate travel technology products.
<b>2000</b>	Amadeus broadens its Airline IT Services activities, with <b>British Airways</b> as first customer Amadeus and Qantas Airways sign a 10-year airline IT services agreement; Amadeus acquires Vacation.com, the largest U.S. marketing network for leisure travel.
<b>1999</b>	Amadeus began trading on the <b>Madrid, Barcelona, Paris and Frankfurt Stock Exchanges</b> .
<b>1998</b>	Amadeus successfully consolidated all <b>System One</b> users in the U.S. and Canada - the largest migration in the travel distribution industry.
<b>1997</b>	Amadeus launched travel booking website <b><a href="http://www.amadeus.net">www.amadeus.net</a></b> .
<b>1995</b>	Amadeus established Asia Pacific regional offices in Bangkok <b>System One</b> , a major US computer reservation system, merged with Amadeus <b>Continental Airlines</b> becomes a shareholder.
<b>1994</b>	Launch of <b>Amadeus India</b> marks first step into Asia Pacific.

<b>1993</b>	Creation of <b>Amadeus América</b> , the regional office for South America.
<b>1992</b>	<b>The Amadeus System</b> is operational.
<b>1990</b>	Opening of the <b>Amadeus Data Processing Centre in Erding</b> , Munich, Germany.
<b>1989</b>	Amadeus is the first global distributor to offer a neutral flight availability display, following EC regulations.
<b>1988</b>	<b>First National Marketing Company</b> (now called local Amadeus Commercial Organization (ACO)) was created in Finland.
<b>1987</b>	Amadeus was founded by Air France, Iberia, Lufthansa, and SAS.

## 2. Customer solutions

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Amadeus is the leading technology partner of providers, sellers, and buyers in the travel and tourism industry.

Our diverse products and services fall into four distinct solution categories:

### Distribution & Content

These solutions allow the aggregation and provision of comprehensive content and the means to optimize its distribution through our extensive points-of-sale network.

### Sales & e-Commerce

Providing the ability to access, market and sell content across all channels, these solutions also improve workflows, profitability and customer service throughout the entire sales process.

### Business Management

We optimize our customers' business operations, processes and administration, and maximize their customer relationships with these solutions.

### Services & Consulting

Customers can leverage the full value of their business processes and IT investments with our Services & Consulting solutions.

Amadeus offers many hundreds of products and services, and our portfolio is continually evolving to help our customers improve their business.

## 2.1 Flagship solutions

Among the many solutions that Amadeus offers are certain industry-leading, flagship solutions:

### 2.11 Amadeus Sales Management Solution

**Integrated point-of-sale solution that combines all front- to mid-office functions that increases productivity, improves customer service and boost revenues**

#### Comprises

- **Amadeus Selling Platform** - the first universal browser-based sales platform designed for travel professionals.
- **Amadeus Agency Manager** - the most widely-deployed mid- and back-office travel management application

### 2.12 Altéa Customer Management Solution (CMS)

**The only proven new generation reservation, inventory and departure control systems**

Amadeus Altéa Customer Management Solution (CMS) is the first new generation IT platform for the airline industry for 30 years. It replaces the legacy PSS (built in the 60s and 70s) with a new generation CMS that allows the airline to unlock the full value of each traveler.

- 136 airlines use **Amadeus Altéa Reservation** including world-class airlines such as British Airways, Qantas, Finnair, Iberia, and Lufthansa

### 2.13 Amadeus online e-commerce solutions for airlines

Amadeus has the expertise, resources and close partnerships with the world's leading airlines needed to keep delivering the most proven-profitable e-commerce websites spanning the entire e-commerce cycle: from faring and shopping, to booking and to post-sales servicing solutions.

The powerful Amadeus e-Commerce Airline Suite consists of three solutions. The Amadeus e-Merchandise Solution, for pre-sales faring and shopping, continues to deliver major airlines an average 8% increase in yield and an average 30% increase in revenues. The industry-recognized Amadeus e-Retail Solution is the best-in-class booking solution for airlines. The Amadeus e-Service Solution, for post-sales servicing, delivers an airline's end users the highest levels of online experience. The Amadeus e-Commerce Airline Suite's three solutions seamlessly integrate and work together to improve the profitability, efficiency and end user appeal of an airline's entire e-commerce cycle.

Some 95 of the world's leading airlines use the Amadeus e-Commerce Airline Suite to power over 250 websites in more than 110 countries. These include Air Canada, Air China, American Airlines, BMI, Air France, Finnair, Iberia, Mexicana, Qantas, Singapore Airlines, US Airways. Half of the top 50 airlines use Amadeus Airline e-commerce solutions and for the first semester of 2009 airlines have generated 4,84 billion Euros in online booking value through the Amadeus e-Retail engine, a 5% increase compared to the same period in 2008, while the number of PNR created has grown by 13%.

Amadeus handles over 140 million unique site visitors per month. In 2008, Amadeus announced a total of 12 award wins for its airline e-commerce solutions and customer websites.

## **2.14 Amadeus solutions for low cost carriers**

Amadeus offers a comprehensive portfolio of solutions designed specifically to help low cost carriers meet their objectives and to support their continued growth and success. The portfolio includes an LCC-specific customer management solution - based on adaptive technology - that provides robust options that easily adjust to their evolving operational requirements; distribution solutions including the standard Amadeus global distribution system; and IT outsourcing and networking services.

Presently 56 low cost carriers have chosen Amadeus' world-leading distribution system as an additional channel to distribute their inventory.

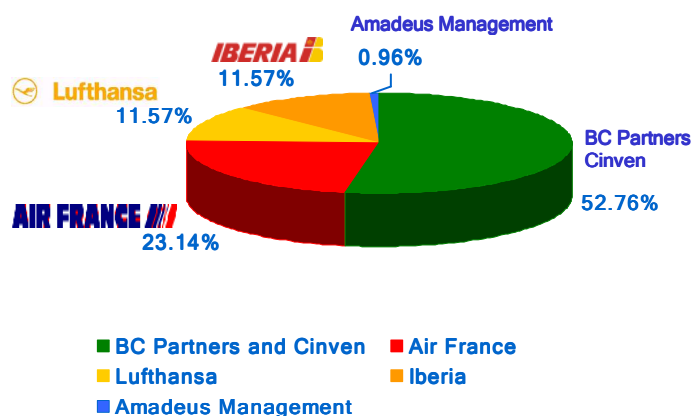
## **2.15 Amadeus solutions for corporations**

Amadeus' vision is to provide next generation travel technology that encourages collaboration among all players within the travel industry. To realize this we are investing in technology that will allow the seamless integration of content, data and systems whether they are part of Amadeus or whether they are from third party suppliers. Over the coming years, Amadeus will expand its unique approach to corporate travel. By providing the technology solutions that span before, during and after all travel steps, the existing online booking tool is evolving beyond trip booking to provide the Total Trip Experience for corporate travelers. The move toward mobile technology is an integral part of the vision of what the travel experience should be.

Amadeus' corporate travel solution, Amadeus e-Travel Management, helps corporations manage their global travel programs more efficiently and cost-effectively. The solution helps business travelers plan, personalize and purchase their trip while remaining compliant with the global travel policy. Over 2,500 corporations worldwide with more than one million active users utilize Amadeus e-Travel Management to integrate all the elements of their programs into one intuitive and easy-to-administer solution. Customers include Altría, Cemex, Daimler, Ericsson, Huntsman, Nestlé, Total and Thales. More information about Amadeus is available at: [www.amadeus.com/corporations](http://www.amadeus.com/corporations)

## 3 Facts & figures

### 3.1 Ownership



#### BC Partners

BC Partners is a leader in acquiring and developing European businesses in partnership with management. It offers full support without actually managing the business. BC Partners' executives across Europe provide skills and contacts that complement those of the management teams.

#### Cinven

Cinven is a leading European buyout firm that acquires companies that require an equity investment of €100 million or more. The company was founded in 1977 and has been responsible for many buyout industry 'firsts', including the first €1 billion – plus buyouts in France, the Netherlands, Spain and the UK. Cinven focuses on six sectors across Europe: business services; consumer; financial services; healthcare; industrials; and TMT (technology, media and telecoms) and has offices in London, Paris, Frankfurt, Milan and Hong Kong.

Cinven acquires successful, high-quality companies, working closely with them to help them grow and develop, using its proven value creation strategies. Typically, Cinven holds its investments for between three and five years and it takes a responsible approach towards its portfolio companies, their employees, suppliers and local communities, the environment and society as a whole.

### 3.2 Figures

#### The Organization

**219\*** Markets served by Amadeus and its **71** local Amadeus Commercial Organizations (ACOs)

*\*Worldwide presence based on the list of territories published by the International Organization for Standardization.*

#### The People

Some **8,700** employees work in the Amadeus group worldwide, representing **105** nationalities worldwide

## Worldwide Presence

	Locations
<b>Travel agency locations</b>	<b>102,232</b>
<b>Airline Sales Offices</b> (representing <b>173</b> airlines)	<b>36,662</b>

## Providers Available in Amadeus

<b>Airlines storing flight schedules in Amadeus</b>	<b>729</b>		
<b>Airlines bookable</b>	<b>462</b>		
<b>Amadeus Altéa Reservation airlines</b>  Including: <ul style="list-style-type: none"><li>• <b>7</b> of the <b>10</b> oneworld airlines</li><li>• <b>15</b> of the <b>24</b> Star Alliance airlines (includes regional members)</li><li>• <b>5</b> of the <b>14</b> Sky Team airlines (includes associates members)</li></ul>	<b>136</b>		
<b>Car rental locations</b>	<b>36,000</b>	<b>Hotel properties</b>	<b>84,397</b>
<b>Car rental companies</b>	<b>26</b>	<b>Hotel chains</b> (Best Available Rate supported by 160)	<b>259</b>
<b>Cruise Lines</b>	<b>19</b>	<b>Rail</b>	<b>106</b>
<b>Ferry</b>	<b>8</b>	<b>Tour Operators</b>	<b>190</b>
<b>Travel Insurance</b>  (12 airlines and 19 Online Travel Agencies plus Vacation.com sell insurance with Amadeus).	<b>60 markets, 116 providers</b>		

## 3.3 Facts

1. Amadeus' data center in Erding, Germany, is one of the biggest worldwide dedicated to travel. It manages more than 480 million transactions a day and processes more than 3 million + net bookings per day during peak times. In the Amadeus System, more than 75 million passenger name records (PNRs) can be active at any one time (a PNR typically incorporates on average 4 bookings). Over 8,700 end-user requests run through the system every second during peak hours, resulting in over 500,000+ physical disk accesses per second. The Amadeus central system averages a 0.3 seconds response time. The Amadeus low fare search response time takes on average less than 3 seconds. The System boasts on average 99.98% uptime.
2. Amadeus is the preferred technology provider and partner of the world's leading companies. These include British Airways, Qantas, Finnair, Iberia, AMEX, Carlson Wagonlit, TUI, Siemens, Nestlé, Daimler-Chrysler, IBM, SAP, lastminute.com and Lufthansa.
3. Amadeus leads the travel industry, as the only global distributor with ISO 9001:2000 Quality certification. This certification is granted by Det Norske Veritas (DNV), one of the world's leaders in the provision of services to safeguard life, businesses, property and the environment.
4. Amadeus is the largest distributor of leisure packages worldwide.
5. With 332 carriers implemented and 157 markets deployed, Amadeus offers travel agents the largest community of carriers and markets with electronic ticketing around the world.
6. Amadeus services over 1,500 corporations worldwide such as Altria, Cemex, Daimler, Ericsson, Huntsman, Nestlé, Total and Thales.
7. Half of the top 50 airlines use Amadeus Airline e-commerce solutions and in 2008, airlines generated 9.1 billion Euros in online booking value through the Amadeus e-Retail engine, a 23% increase compared to 2007.
8. Over 90 of the world's leading airlines use the Amadeus e-Commerce Airline Suite to power over 250 websites in more than 110 markets.
9. Amadeus also has majority ownership (99.72%) in Opodo, the leading online European travel portal, and Airline Automation.

## 4. Senior management biographies

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### **David V. Jones** **President & CEO**

David V. Jones was appointed President & CEO of Amadeus IT Group SA on January 1, 2009.

Since April 2000, David had held the position of Executive Vice President, Commercial. In this role, he was responsible for the worldwide implementation of the company's commercial strategy. He was instrumental in negotiating IT deals with British Airways and Qantas, which formed the foundation of the current Airline IT line of business.

David joined the company in 1992 as General Manager of Amadeus Marketing and Senior Vice President of Amadeus Global Travel Distribution. He has played a leading role in the development of Amadeus from a European computerized reservation system (CRS), into a truly global business marketed all over the world.

From 1979 onwards, David held various senior appointments in marketing and information systems with British Airways, culminating in the position of Vice President of Corporate Strategy.

Before British Airways, David spent 10 years with the British Civil Aviation Authority, where his last position was as Head of Economics and Statistics. From 1967-1969, he was an Assistant Lecturer in Economics at the University of Reading.

A native of England, David holds a BA in Economics from the University of Reading and an MA in Economics from the University of Essex.

### **Philippe Chérèque** **Executive Vice President, Commercial**

Philippe Chérèque replaced David V. Jones as Executive Vice President, Commercial on January 1, 2009. Philippe is responsible for the worldwide implementation of the company's commercial strategy.

Previously, Philippe was Senior Vice President, Corporate Strategy, responsible for driving and coordinating the company's business development, marketing, technical architecture and product plan.

He began his career at Amadeus in the early days of its creation (1987), as Director, Product Definition, based in Miami, US. His focus on the strategic and marketing elements of Amadeus' product initiatives has brought the company to the forefront of product offerings for the travel industry. He was appointed Senior Vice President, Corporate Strategy at Amadeus Global Travel Distribution in July 1999.

Prior to joining Amadeus, Philippe was an officer in the French Navy and subsequently went on to work from 1974 to 1980 with Télématic SA in Grenoble, France, where he was Product Manager of Mini Computer Programming Languages.

In 1980 he joined Air France where he held a number of managerial positions in operational research, computer analysis and passenger application software development. A graduate Engineer of the Institut Supérieur d'Électronique de Paris, Philippe also holds a Master of Science degree in Electronics from the University of Paris.

### **Kay Urban** **President and CEO, Amadeus North America**

With more than 25 years of experience in travel, Kay Urban serves as President and Chief Executive Officer for Amadeus North America, the U.S.-based operations of the global leader in technology and distribution solutions for the travel and tourism industry.

Urban is responsible for Amadeus' Miami-based regional headquarters serving the U.S. and Canada, including all aspects of the customer experience. Her responsibilities include Sales and Marketing, Product Management, Commercial Operations, and Customer Support and Training for Amadeus North America's travel agency, travel supplier and specialty customers. Her role also includes the regional direction and management of Amadeus global business units including Airline Business Group, Hospitality Business Group, Travel Services & Leisure and e-Travel.

## **Scott Gutz** **Chief Operating Officer, Amadeus North America**

Scott Gutz leads the operations organization at Amadeus North America, overseeing Finance and Contract Management, Information Systems, Training Services, IT Managed Services and Technical Support, Sales and e-Commerce Platforms Development, Travel Office Products and Services Development, Regional Technical Services-Americas and Fares Strategy and Business Development.

Previously, as Senior Vice President of e-Commerce, Mr. Gutz led the commercial, product and support activities for Amadeus' large North American corporate, airline and leisure e-commerce customers, working in close conjunction with multi-national travel agency partners. Key customers in this area include Air Canada, Mexicana, Ericsson, ESC and Siemens.

As CEO of e-Travel Inc., Mr. Gutz successfully facilitated and implemented the company's sale to Amadeus Global Travel Distribution in 2001, expanding capabilities to a global level. In 2001, he was named one of the 25 most influential executives by Business Travel News.

Prior to joining e-Travel, Mr. Gutz was vice president and assistant corporate controller at Oracle Corporation, where he guided corporate financial planning, corporate accounting and mergers and acquisitions integration. Mr. Gutz has also worked for Arthur Andersen LLP in the audit and business process consulting divisions.

Mr. Gutz is a certified public accountant (CPA) and holds a Bachelor of Science in accounting and finance from Babson College School of Business. He also holds an MBA from the MIT Sloan Fellows Program in Innovation and Global Leadership. Mr. Gutz presently resides with his family in Wellesley (near Boston) in his native Massachusetts.

## **Tom Cates** **Chief Commercial Officer, Amadeus North America**

Tom Cates has the primary responsibility for the profitability and growth of both the US and Canadian travel distribution markets. His responsibilities include the management of Travel Agency Sales, Cruise & Specialty Sales, e-Commerce Corporate Sales and Account Management, Consulting & Support Services and Marketing for Amadeus in North America - covering the United States, Canada, Guam and Micronesia markets.

Mr. Cates is also responsible for setting and achieving the strategic plans for obtaining new business as well as retaining and growing the current account base for the North American market.

Mr. Cates was previously with System One, heading up the organizational development department, a role he continued when Amadeus acquired full ownership of System One in 1998. In 2000, he moved to the sales organization as Senior Director of Travel Agency Sales and was promoted to Vice President in the spring of 2001. His responsibilities continued to expand and he was promoted to Senior Vice President of Sales in 2002.

Prior to joining System One in 1992, he worked in the banking industry, serving as Vice President of Sales and Management Development for Great Western Bank in Florida. In addition to System One and Amadeus, he has held other positions within the travel industry for companies including American Express

and Eastern Airlines. A native of Miami, Mr. Cates holds a Bachelor's degree in Business Administration from St. Thomas University.

## **Dwayne Ingram** **Executive Vice President, Amadeus Americas**

Dwayne Ingram serves as Executive Vice President for the Amadeus Americas.

He is responsible for the Multinational Customer Group serving the Americas. Headquartered in Chicago, this team has been tasked with fostering the growth of Amadeus' key travel agency customers, including select large travel management companies, multinational agencies and online travel agencies across the region.

In this role, Mr. Ingram leads the sales, account management and travel technology consulting teams, in tandem with Amadeus' existing local commercial organizations.

Mr. Ingram has spent more than 23 years in the consulting and information technology fields and has held various positions in executive management, consulting, project management, sales and personnel leadership. He has over 15 years of industry experience in Travel and Transportation (T&T) industries, having led both IBM's T&T outsourcing and consulting businesses. During his tenure at IBM, Mr. Ingram oversaw clients that ranged from hotels to casinos and from cruise lines to travel agencies.

Mr. Ingram joins Amadeus after 21 years with IBM Corporation, where his most recent role was the General Manager for Application Management Services with IBM Global Services—a \$2.5 billion business. Previously, he served as Vice President of the Strategic Outsourcing business for IBM.

Mr. Ingram is a graduate of Lipscomb University in Nashville, Tennessee, with a Bachelor of Science degree in Management and Communications.

He is heavily involved in several community organizations, both charitable and civic. He is a member of the Florida Council of 100 (top CEOs/business leaders in Florida), the Board of Governors with the Florida Chamber of Commerce, the Center for Educational Performance for Florida TaxWatch, the Community Leaders Council for the United Way, and Board of Directors for Workforce Florida. He is also active in several other organizations including Big Brothers Big Sisters and the YMCA.

## **Vic Pynn** **Executive Vice President, Amadeus Americas**

Travel and technology veteran, Vic Pynn, serves as the Executive Vice President for Amadeus Americas. He is responsible for Amadeus' efforts related to travel agency IT and hotel IT consulting for corporate travel, large and multinational travel agencies, hotels, and online travel agencies in the US, Canada and Latin America.

Pynn joined Amadeus from TRX Inc., a global leader in travel technology and data services. As Chief Operating Officer, Pynn oversaw operations, global solutions and information technology for TRX worldwide. From 2003, Pynn led TRX's global expansion efforts. He was promoted to Executive Vice President, Global Solutions and Information Technology in April 2004 and to Chief Operating Officer in March 2005.

Prior to joining TRX, Pynn held a variety of senior positions throughout his 15-year tenure at American Express in finance, human resources and operations. His most recent position at American Express was Vice President, Network Solutions for Corporate Travel, where he led a team of 300 to develop and drive strategic and tactical re-engineering initiatives.

Pynn is a graduate of Seneca College of Applied Arts & Technology in Toronto, Ontario Canada, and is a Certified General Accountant.

## 5. Press contacts

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