

Press Release

Amadeus showcases IT and business transformation opportunities for hoteliers at HITEC 2011

Expert insight, business strategies, and next-generation technologies for hotels to be featured at Austin Convention Center event, June 20-23

CHICAGO, June 13, 2011 – Amadeus, the leading global technology and distribution partner to the travel industry, invites HITEC 2011 attendees to take advantage of the expert insights, technologies, demonstrations, and giveaways the company is bringing to Austin, Texas.

“Amadeus has been taking a deeper dive into today’s technology landscape, and the trends and forecasts driving the hotel industry. We’re excited to drive the conversation forward in 2011 and at this year’s HITEC with a frank look at practical, actionable ways hoteliers can eliminate barriers to growth and the role that technology can play,” said Vic Pynn, Executive Vice President who heads up Amadeus’ hotel IT initiatives for the Americas region.

On the Austin Convention Center exhibition floor and beyond, Amadeus will be featuring next-generation technologies, industry insights, and takeaways to enable hoteliers to succeed:

Hoteliers can learn how to transform their growth strategies now

Amadeus Technology Showcase – Monday, June 20, 1:30 p.m., Room 10C

Amadeus will host a cutting-edge hotel industry forum, “Transform your growth strategy NOW: Remove barriers between hotel technology, marketing and operations,” based on its recently released in-depth report. A distinguished panel of industry leaders will discuss and explore how hoteliers can redefine their IT and business strategies and systems to achieve their corporate growth plans within the next three years.

Robert Cole, report author and founder of RockCheetah, a leading travel industry marketing strategy and technology consulting practice, will outline the findings and serve as moderator for the panel including: Flo Lugli, Executive Vice President of Marketing at Wyndham Worldwide; Mike Blake, Chief Information Officer at Hyatt Hotels Corporation; and Caryl Helsel, Director Central Reservations & Revenue Management at ARAMARK Parks & Destinations. Vic Pynn and Jérôme Destors, Director of Hotel IT, will host from Amadeus.

For more information on this session and to download the report, visit <http://www.amadeus.com/hotelit/transform-your-growth-strategy-now.html>

Amadeus showcases hotel technology solutions for business transformation

Tuesday, June 21 – Thursday, June 23, 10:00 a.m. until exhibits close

The Amadeus booth at HITEC (Booth 819) will feature information and demonstrations of two of Amadeus' flagship solutions: Amadeus Hotel Platform and Amadeus Revenue Management System. Attendees who participate in a demo will be entered into a giveaway to win one of two free iPads.

Previewed at HITEC last year, Amadeus Hotel Platform is an above-property solution that combines central reservation, distribution, property, content and revenue management systems into one fully integrated platform. Amadeus Revenue Management System (RMS) is a state-of-the-art solution for hotel revenue management that uses advanced forecasting models combined with detailed booking data to fill rooms at the most profitable price according to demand.

Amadeus features IT solutions to maximize revenue at HSMAI conference

Monday, June 20 – HSMAI Revenue Optimization Conference

Amadeus will also be showcasing its Amadeus Revenue Management System at the co-located HSMAI Conference. Attendees who participate in a demo will also be entered for the iPad giveaway.

“Get social” with Amadeus at HITEC and beyond

Throughout HITEC, Amadeus will share conference updates, insight and commentary on Twitter via #AmadeusHITEC. And stay connected all the time with Amadeus and its hotel IT efforts by following [@AmadeusHotel_IT](#) and [@AmadeusNews](#) .

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Notes to Editors:

About Amadeus Hotel IT

Amadeus has served the global hospitality industry for over 20 years, supporting hotels' distribution and technology needs. Amadeus employs over 170 dedicated hotel specialists covering every aspect of development, delivery and support of hospitality technology solutions. Our comprehensive, scalable portfolio of advanced management systems includes: Amadeus Hotel Platform, **an above-property single source solution** for next generation hotel, reservations and distribution technology focused on single image inventory, single view of the guest and enhanced merchandising.

Amadeus also provides revenue management and global distribution systems, including the Amadeus Hotel Platform-Revenue Management.

Currently, Amadeus Hotel IT solutions are being used by 1,500 customers in 35 countries.

For more information, please visit www.amadeus.com/hotelit.

About Amadeus

Amadeus is a leading transaction processor and provider of advanced technology solutions for the global travel and tourism industry. Customer groups include **travel providers** (e.g. airlines, hotels, rail, ferries, etc.), **travel sellers** (travel agencies and websites), and **travel buyers** (corporations and individual travelers).

The group operates a **transaction-based business model** and processed 850 million billable travel transactions in 2010.

Amadeus has central sites in Madrid (corporate headquarters and marketing), Nice (development) and Erding (Operations – data processing center) and regional offices in Miami, Buenos Aires, Bangkok and Dubai. At a market level, Amadeus maintains customer operations through 73 local Amadeus Commercial Organizations covering 195 countries.

Amadeus is listed on the Madrid, Barcelona, Bilbao and Valencia stock exchanges and trades under the symbol “AMS.MC”. For the year ended December 31, 2010, the company reported revenues of EUR 2,683 million and EBITDA of EUR 1,015 million. The Amadeus group employs over 10,130 employees worldwide, with 123 nationalities represented at the central offices.

To find out more about Amadeus please go to www.amadeus.com.

To visit the Amadeus Investor Relations centre please go to www.investors.amadeus.com.