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Sabre's Global Customer Support Center wins Best in Class Call Center Excellence Award

Southlake, Texas, 19 July 2010 Sabre Travel Network, the world's leading provider of high-performance solutions for the travel industry, has picked up a Best in Class award for its Global Customer Support Center in Montevideo, Uruguay at the 11th Annual Call Center Week in Las Vegas. Organized by the International Quality and Productivity Center (IQPC), the 2010 Call Center Excellence Awards honor, recognize and promote the most innovative call and contact center solutions.

"It's a tall order to serve thousands of travel agencies, hotels, hundreds of airlines, numerous cruise lines, tour operators, car rental firms and other travel suppliers, especially when these industry partners span six continents and come from an extraordinary variety of cultures, languages, and technological backgrounds. We rose to the challenge by consolidating our call centers into a single, sleek, high-tech global facility, staffed by specially-trained, multilingual Sabre employees," said Jean Shaw, Vice President of the Global Customer Support Centre in Montevideo.

"Customer satisfaction has increased because we are delivering a stronger, more efficient and more consistent service than ever before by utilizing global opportunities and modern technology, and this award now confirms it. The support our team provides to our customers is something we are proud of and recognition like this re-affirms Sabre's commitment to service and the outstanding execution of the Montevideo team."

Opened in 2004, the contemporary Global Customer Support Center employs almost 900 Sabre employees, each dedicated to providing customer service and serving the needs of travel agents, airlines, hoteliers, cruise lines, developers, corporations, and consumers around the world. The Centre provides support to 59 countries in 10 languages, 24 hours a day, seven days a week. With Awards given in eight categories, the Call Center Excellence Awards are dedicated to recognizing superior thinking, creativity and execution across the full spectrum of call center functions. To identify and assess leading organizations, IQPC has assembled an accomplished panel of call center experts and leaders to accurately and objectively evaluate the call centers' expertise with delivering a superior customer experience. The operation of the Montevideo center was compared to other contact centers and customer support center applicants on subjects including:

- overall strategy
- delivery of outstanding customer service
- controlling costs
- resource management
- efficiencies gained through automation
- differentiating factors

In addition to winning the award for Best in Class, the Global Customer Support Centre also obtained an honourable mention under the category “First Class Job Leveraging Technology for Efficiency & Automation”.

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About Sabre Travel Network

Sabre Travel Network is the world’s leading provider of high-performance travel solutions. By combining its unique expertise and leading technology, Sabre powers business performance across the travel industry. Sabre’s multi-channel merchandising and procurement solutions enable corporate and leisure agencies, corporate travel programs, airlines, hotels and other travel suppliers around the world to make money, save money and provide better customer service.

The Sabre(R) GDS is the foundation for these solutions, providing a ready-built efficient marketplace that connects travel suppliers, including hundreds of airlines and thousands of hotels, with more than 55,000 travel agency locations. The Sabre GDS powers 70 percent of the *Business Travel News* 100 travel programs.

Sabre Holdings connects people with the world’s greatest travel possibilities by retailing travel products and providing distribution and technology solutions for the travel industry. More information about Sabre Holdings is available at <http://www.sabre-holdings.com>.