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STA Travel Group sees growth opportunities in 2010 and beyond with Sabre Travel Network

Technology partnership key to growing business

7 December 2009, London, UK -- STA Travel Group, the world's largest travel company for young people, sees strong growth opportunities in its online business next year and is working with global distribution system (GDS) provider Sabre Travel Network in the UK to realise its growth potential in this fast-growing segment.

The travel company is optimistic about 2010 and intends to leverage its partnership with travel technology company Sabre to drive more sales and revenue, as well as greater efficiencies and cost savings in both its online and retail businesses.

"We have a robust business around the world, and we expect to see some growth next year. Online in particular is proving to be a key performer and we will be working with our long-term partner Sabre now and into the future to maximise our growth potential and expand our global footprint. Sabre is a valued and trusted partner, and they have proven their ability to help us improve our business performance," said Peter Liney, Chief Executive Officer of STA Travel Group.

Sabre has long supported STA's retail businesses in the UK, U.S, Australasia and around Europe, and is STA's sole GDS partner for its UK online business.

"We're hopeful that 2010 brings fresh opportunities for growth in the travel industry, and we will work with STA to support their growth objectives, providing solutions that help them make money, save money and optimise the service they provide customers," said Martin Cowley, Senior Vice President, Sabre Travel Network, Europe, Middle East and Africa.

"Successful online businesses need access to the lowest available fares, something we already provide to STA today through our unique air shopping capabilities which find the lowest fares four times more often than other GDS competitors and with average savings of 20 percent per ticket (Topaz Study 2008)," said Cowley.

ENDS

About Sabre Travel Network

Sabre Travel Network, a Sabre Holdings company, provides the most comprehensive end-to-end solutions for corporate and leisure travel. The Sabre 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. Currently, Sabre collectively handles over 70 percent of the BTN 100 bookings.

Key brands of Sabre Travel Network include GetThere, for corporate travel reservation technology; Nexion, a host agency; SynXis, for hotel reservation management, distribution and technology services; E-site marketing, specializing in online business solutions exclusively for the hospitality industry TRAMS, mid- and back-office solutions and marketing services for travel agencies; and TRAMS Marketing Alliance (TMA), a marketing promotions services for leisure travel agencies. Sabre Travel Network also markets TripTailor Vacations, a travel wholesaler providing dynamic packaging for the travel agency marketplace.

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>.