



## News Release

Sally Brown  
TextWrite  
020-8871 0536  
07917-091782 (mob)  
[sally@textwrite.org](mailto:sally@textwrite.org)

Peter Heath  
TextWrite  
01844-350099  
07788-456354 (mob)  
[peter@textwrite.org](mailto:peter@textwrite.org)

SA563  
3 February 2006

### **Sabre announces two new senior European appointments**

Sabre Travel Network has appointed Dean Bibb as vice-president of supplier relations and joint ventures for Europe, the Middle East and Africa, and Geoffrey Breeze as vice-president of brand marketing and strategy for Europe, the Middle East and Africa. Both roles have been created following the departure of Stuart Nassos, previously vice-president of strategic marketing and sales, who was recently appointed as managing director of Holiday Autos, a subsidiary of Sabre-owned lastminute.com.

Geoffrey Breeze is classically-trained marketer with over 30 years' experience in senior marketing roles across a variety of industries, in both the US and Europe. He attended Oxford University before starting his career with Procter & Gamble and went on to become general manager of John Gordon & Associates, a retail marketing consultancy. In 1980 he joined Avis Rent-a-Car as European marketing manager, eventually becoming responsible for global marketing based in New York. He then spent 14 years at Hilton International as vice president of marketing and customer relationship management.

Bibb will assume responsibility for supplier relations in addition to his existing responsibilities for joint ventures and emerging markets for the EMEA region. He is charged with growing Sabre's business through its existing agreements in Israel, Cyprus and the Middle East, identifying new joint venture opportunities and expanding Sabre's brand into new markets. By combining the joint venture and supplier relations roles Sabre Travel Network will make faster progress in the field of new partnerships and market development.

Before joining Sabre Travel Network Bibb was the European president of SITA, a provider of global IT and telecommunications solutions to the air transport industry. During his five-year tenure he also served as vice president of sales and marketing and head of application services, responsible for ensuring growth within SITA's existing customer base and expansion into the public sector.

more

## **Sabre announces two new senior European appointments**

**Page 2**

**3 February 2006**

Prior to that he spent 10 years at Galileo International where he held several senior operational positions before being promoted to vice president of marketing and sales for the EMEA region. Bibb has also worked as a management consultant for Logica and Heinz and has over 20 years' experience in industries such as manufacturing, IT and travel.

Richard Adams, Sabre Travel Network's senior vice president in EMEA, said: "Our goal is to serve the needs of suppliers, agencies and corporations by providing the most enduring, efficient and indispensable marketplace to buy or sell travel. I am confident that with their relevant experience, industry knowledge and relationships, Geoffrey and Dean will help Sabre Travel Network realise this goal."

### **About Sabre Travel Network**

Sabre Travel Network, a Sabre Holdings company, provides access to the world's leading global distribution system (GDS). The Sabre GDS is a ready-built efficient marketplace that connects suppliers, including hundreds of airlines and thousands of hotels, with more than 50,000 travel agency locations. Suppliers get access through one single connection; travel agents get real time access to thousands of travel products from multiple suppliers through one source integrated into their businesses; consumers get access to a global supermarket of the world's greatest travel possibilities.

Key brands of Sabre Travel Network include GetThere, the leading Web-based corporate travel reservation technology, and Jurni Network, the unique leisure travel agency consortium in the United States that enables members to sell more products from preferred travel suppliers using sophisticated market intelligence.

Sabre Holdings (NYSE: TSG) 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>.

###