



## News Release

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### **Tietotalo to Introduce Sabre's GDS Booking System to Finland** ***Comprehensive support services for travel agencies to be offered on the side***

Leading Finnish provider of travel-industry online solutions Tietotalo Oy has formed a partnership with Sabre Travel Network, a leading global GDS (global distribution system) provider. With the new partnership, Tietotalo will act as an "Authorised Distributor" of the Sabre system in Finland, integrating it into Tietotalo's own comprehensive range of travel-industry solutions.

Well-known global player Sabre Travel Network will re-enter a market that is currently dominated by a single system provider with a more than 90 per cent market share. Tietotalo is confident that its partnership with Sabre Travel Network will strengthen competition in the Finnish market and ease the situation for small and mid-sized travel agencies in particular, as well as those supplying travel services over the Internet, since Sabre's product and pricing structure enables greater efficiency and flexibility in staffing and costs.

The collaboration between Tietotalo and Sabre Travel Network brings a new, more extensive range of services within reach of both large and small travel-industry operators.

Previously, smaller travel agencies may have lacked the resources to purchase booking systems, and they have had to do a lot of slow manual work. Now, also these travel agency companies can benefit from more efficient tools and free up time for sales work, explains Ville Kurki, the account manager responsible for travel industry clientele at Tietotalo.

Our partnership with Tietotalo is a new business model for us," said Reet Wiseman, Sabre Travel Network's vice president for Northern Europe and EMEA global accounts. "Traditionally we have operated our own national offices, but partnering with Tietotalo is strategically attractive for Finland as the company is a leading IT system provider in this market and has the expertise and contact network that we need in order to be successful here."

"We are extremely interested in the Finnish travel market due to the current lack of GDS competition here. This will all change as a result of our partnership with Tietotalo, which will enable travel agency companies in Finland to differentiate themselves against their competition.

The partnership with Sabre enhances the significance of the travel industry segment to Tietotalo's business. This collaboration is a significant step towards our objective of becoming the leading IT-provider for the travel industry in Finland. We have already invested a great deal of work towards simplifying the booking systems for different travel services. A good example is the development work that we are doing for the Lapland travel portal. The Sabre system is currently being integrated to the portal, Ville Kurki says.

Tietotalo's other travel-industry references include Hotellimaailma.fi, a real-time booking system with thousands of hotels, and Go Finland, an online shopping centre for travel services.

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#### **Tietotalo Oy**

Tietotalo is a Finnish provider of demanding digital communication and software solutions. The company offers comprehensive tailored online communication services, software solutions, consulting services, as well as support, hosting and ASP services for mid-sized and large companies and organisations.

Tietotalo is a major solutions provider for the travel and real-estate industries and the public sector. Examples of Tietotalo's work include the YritysSuomi portal for aspiring entrepreneurs, the Go Finland travel portal, Restel's Hotellimaailma.fi hotel booking service, and BMG Finland's click2music.fi site. Tietotalo has also delivered software development services to Nokia and several software projects to the Finnish Ministry for Transport and Communications and the Ministry of Trade and Industry.

Founded in 1995, Tietotalo employs 57 people in Helsinki, Rovaniemi and Tallinn, Estonia. The company's estimated turnover for 2005 is 3.5 MEUR. Tietotalo is owned by its management and employees, and the company's Managing Director is Lars Holmström.

#### **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>.

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