



News Release

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SA690
5 October 2006

Sabre to promote agency leisure bookings through holidayandmore.com

Sabre Travel Network is to encourage travel agency customers to make package holiday bookings through online dynamic packaging tour operator holidayandmore.com. It aims to boost the number of British travel agents using the website by between 10 and 20 percent.

Sabre Travel Network will promote holidayandmore.com to its agency customers, encouraging them to use the website to book and package 'dynamically' a wide range of leisure products including negotiated airfares, specialist travel, and lifestyle products such as spa treatments, hot-air balloon flights and theatre tickets.

Sabre-connected travel agencies in the UK who have signed up to lastminute.com-owned holidayandmore.com will also be able to access the website from the *MySabre* homepage. A familiarisation demonstration about holidayandmore.com is available on Sabre Travel Network's agency support website, Agency eServices.

Dynamic packaging means that holidayandmore.com will select appropriate air, hotel and car hire options for the traveller, based on the date and destination of travel, 'bundling' these together for the travel agent to present to the traveller. 'Opaque' deals negotiated with travel providers by holidayandmore.com mean that such bundled bookings are more often cheaper than the combination of individual components if booked separately.

Easy access to dynamic packaging is part of Sabre Travel Network's focus on providing travel agencies with a comprehensive range of leisure travel solutions. It has recently launched other dynamic packaging programmes in North America and Latin America.

holidayandmore.com has started to use the Sabre system to access GDS content for most of its bookings. It sources flights using its own negotiated rates, those in the GDS, and charter flight information. Any dynamically packaged holiday purchased through the company is protected by its ATOL bond.

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holidayandmore.com already has more than 500 travel agency customers using the site and earning commission from products they sell. General manager James Eustace said he expected the number of British travel agents using the website to grow by between 10 percent and 20 percent as a result of the link on MySabre and the promotional work to be done by the GDS operator.

Reet Wiseman, Sabre Travel Network's UK vice-president, said holidayandmore.com was a good example of Sabre Holdings' multi-channel distribution strategy at work.

"Through having a presence in every channel of distribution we offer travel providers so much more than the single option of distributing their products through the travel agency channel," Wiseman said. "This efficient marketplace results in our being able to negotiate the fullest possible range of fares and content for our agency customers, at the best possible rates. On the other hand, holidayandmore.com gives travel agencies the ability to package a holiday for their customers quickly, efficiently and easily – while at the same time earning a nice commission and diversifying their revenue streams."

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 50,000 travel agency locations.

Key brands of Sabre Travel Network include the GetThere online corporate travel booking tool and the TRAMS mid- and back-office solution and marketing service for travel agencies.

Sabre Travel Network works closely with sister company **Sabre Airline Solutions**, the world's largest provider of products to help airlines market themselves, sell their products, serve their customers and operate more effectively, from planning to execution. The combined portfolio of marketing, sales, distribution, operational and decision-support technology is unique, and of huge value to airlines all over the world.

Sabre Holdings (NYSE: TSG) connects people with the world's greatest travel possibilities.

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