



Media Contacts:

Nancy St. Pierre
Sabre Travel Network
682.605.3864
Nancy.St.pierre@sabre.com

Sabre Travel Network and Porter Airlines Bring Branded Fares to Canada

First Canadian airline to use new feature will improve airline marketing, provide greater efficiency for travel agents

SOUTHLAKE, Texas, Oct. 29, 2007 – In a Canadian travel market first, Sabre Travel Network and Porter Airlines this week will launch merchandising capabilities allowing the airline to more broadly and powerfully promote their fare brands to Sabre-Connected travel agents.

Sabre Branded Fares provides Porter the ability to promote the specific attributes and value of their various fare groups to travel agencies and travellers. This new way to display fares is completely integrated into the desktop workflow of Sabre-Connected travel agents, allowing the Toronto-based carrier to simplify its fare structure for travellers and travel agents selling their products.

Robert Deluce, president and CEO of Porter Airlines, said meeting the efficiency needs of travel agents is important to the airline and Sabre delivers that capability.

“We have continued to experience excellent growth in Canada and it’s important for our ongoing success to use leading technology solutions like *Sabre Branded Fares*,” said Deluce. “Sabre is the first to bring this efficient technology to the Canadian marketplace, which benefits travellers, travel agents and our airline as we build our brand in the competitive landscape.”

Porter also recently signed a full-content agreement with Sabre Travel Network. Additionally, Porter will continue to work closely with Sabre Travel Network as they launch more unique merchandising innovations that deliver incremental value and revenue to airlines.

“The ability to brand fares to travel agencies and travelers, along with other merchandising capabilities, continues to emerge as an integral part of strategic plans for airlines as a point of differentiation,” said Hugh Jones, chief operating officer of Sabre Travel Network. “Through *Sabre Branded Fares*, airlines can clearly communicate attributes and value that set them apart from competitors both locally and globally.”

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.

Porter, Sabre Launch Branded Fares in Canada

Page 2

Key brands of Sabre Travel Network include GetThere, for corporate travel reservation technology; Jurni Network, a consortium of leisure travel agencies providing marketing and promotion services; Nexion, a host agency; SynXis, for hotel reservation management, distribution and technology services; and TRAMS, mid- and back-office solutions and marketing services for travel agencies. Sabre Travel Network also markets TripTailor, 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>.

About Porter Airlines

Porter Airlines Inc. is a regional passenger carrier based at Toronto City Centre Airport. The airline currently serves Toronto, Ottawa, Montreal and Halifax. Porter plans to fly to at least 17 short-haul Canadian and U.S. destinations. Visit www.flyporter.com or call (416) 619-8622 or (888) 619-8622 for more information.

###