

News Release
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Sabre Travel Network enhances its presence across the Middle East with the opening of a new office in Jordan

Sabre Travel Network Middle East has opened a new office in Jordan, further enhancing its investment and expansion plans across the Middle East.

The opening ceremony was attended by guest of honour HE Mr Munir Nassar, Jordan's Minister of Tourism and Culture, along with prominent Jordanian travel agents and airline representatives, Sabre's Amman office team and senior management from Sabre Travel Network's Middle East headquarters in Bahrain.

"This latest opening is a demonstration of Sabre's significant and sustained investment in the Levant region and signifies the growth potential we see in Jordan. As one of the most important markets in the Levant we believe the extension of our global capabilities to meet local needs will provide a most compelling and competitive proposition to our customers in the travel trade in this country," said Daniel Naoumovitch, Sabre Travel Network Middle East's chief executive officer.

Sabre connects buyers and sellers of travel through its world-leading global distribution system (GDS), an efficient electronic marketplace which can be accessed through a single Internet connection. Sabre Travel Network Middle East provides travel trade customers with a selection of easy-to-use and region-specific products and services from Sabre Travel Network and Sabre Airline Solutions, key business units of Sabre Holdings Inc. The result of this offering is that travel agencies and airline customers in Jordan can take advantage of a 'one-stop shop' with tools that help them manage their operations, enhance customer service, drive efficiency, reduce costs and increase revenue.

Sabre's commitment to the Jordanian market also ensures the availability of sophisticated customer services as well as significant local capabilities, which include strong help desk, training, technical and operational support using the latest hardware and technology platforms.

"Sabre Holdings' continued growth and investment in this region enables us to expand our resources and offer unprecedented levels of customer service," Mr Naoumovitch said. "We will be able to provide constant support through help desk and training facilities for our existing and potential customers. To this end, a professional team has been set up to provide service and support to travel agents and airlines.

"We will continue to bring innovative solutions and enhanced technology to help fulfil the aspirations of the travel community in Jordan and having a local presence in this key market will enable us to do this with great efficiency."

The office opening was commemorated by a gala dinner which was held at the Grand Hyatt Hotel in Amman on 12 November.

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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 Get There, the leading Web-based corporate travel reservation technology, and Jurni Network, the unique leisure travel agency consortium that enables members to sell more products from preferred travel suppliers using sophisticated market intelligence.

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 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>.