



News Release
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For Immediate Distribution
7 December 2006

Sabre Travel Network augments its presence in the Middle East and North Africa with the opening of a new office in Egypt

Sabre Travel Network Middle East has opened a new office in the diplomatic district of Zamalek, Cairo, further augmenting its investment and expansion plans across the Middle East.

The opening ceremony, held at the Four Seasons First Residence, Cairo, was attended by guest of honour H.E. Mr. Amr El-Ezaby, Egyptian Vice Minister of Tourism, along with prominent Egyptian travel agents and airline representatives, Sabre's Cairo office team and senior management from Sabre Travel Network's Middle East headquarters in Bahrain.

"The opening of our latest office is a demonstration of Sabre's significant and sustained investment in the region and signifies the growth potential we see in Egypt, where so far this year we have added 16 new travel agencies to our portfolio, with a number of other agencies at various stages of negotiations. We believe that the extension of our global capabilities to meet the local needs of the Egyptian market will provide a 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 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 Egypt can take advantage of a comprehensive shop with tools that help them manage their operations, enhance customer service, drive efficiency, reduce costs and increase revenue.

Sabre's commitment to the Egyptian market also ensures the availability of sophisticated customer services as well as significant local capabilities, which include a strong in country team, an experienced help desk department, state-of-the-art customer training facilities, as well technical and operational support using the latest hardware and technology platforms.

"Sabre Holdings' continued growth and investment in this region is based on current growth trends, and this enables us to expand our resources such as with our enhanced presence in Egypt and this will ensure the offer of new and unprecedented levels of customer service," Mr. Naoumovitch said.

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

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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>.