

Press Release

Asiatravel partners with Amadeus to launch flight-booking site

Singapore, 23 August 2007: Amadeus, a global leader in technology and distribution solutions for the travel and tourism industry, today announced the launch of Asiatravel.com Holdings Ltd ("Asiatravel") instant confirmation flight reservation service, powered by Amadeus API. Bookings will be made on Amadeus, and visitors to the **asiatravel.com** website are now able to search for flight schedules, discounted airfares, seat availability and make reservations with instant confirmation on airlines departing from Singapore to destinations worldwide.

Asiatravel.com is a Singapore-based online travel portal that is known for offering travellers reservation services at hotels and resorts in Asia Pacific, Europe, the Middle East and the United States. However, the company is now expanding its business to offer not only hotel bookings, but a total travel reservations solution.

Boh Tuang Poh, Executive Chairman of Asiatravel, is very grateful to Amadeus' dedicated team in Singapore, Bangkok and Nice for making this highly complex and technologically advanced integration such a success.

"With the help of Amadeus' advanced technology, Asiatravel is transitioning into a fully integrated reservations company with broader customer reach, both regionally and worldwide," said Boh.

Amadeus, a global technology partner for the travel and tourism industry, delivers a wide range of technology solutions that help to improve the experience of today's traveller. Asiatravel is using Amadeus API to power their online flight reservations, and FareXpert Nego to upload airline-negotiated fares to their site. Also included in this suite of solutions is Amadeus Master Pricer, one of the world's leading low-fare search engines which will allow Asiatravel's customers to view up to 200 low-cost, availability-checked fares for a given date in a single transaction. Master Pricer is designed to cater to the needs of large-scale travel portals operating in today's highly competitive and price-sensitive marketplace.

"At Amadeus we place a great emphasis on providing business solutions that help our partners achieve their goals," said Peter Smith, Vice President Business Solutions, Amadeus Asia Pacific.



"Asiatravel is our first Singapore-based web services customer, and we're particularly honoured to be chosen to support its evolution into a full service travel reservations provider. We look forward to further developing our partnership with Asiatravel as we continue to enhance our existing suite of industry-leading technology solutions."

- ends -

Notes to the editors

About Asiatravel

Asiatravel.com is a pan-Asia online travel and hotel reservation service provider with network of offices in 8 countries. It is listed on the Singapore Stock Exchange.

Asiatravel has direct contracts with over 5,000 hotels in its core destinations in the region. In addition it has tie-up with various 3rd party on-line reservation systems giving instant access to over 60,000 hotels' inventories worldwide.

Asiatravel ensures that travellers get to enjoy great value, last minute availability and instant confirmation with an option to pay on check-out at the hotel. The ultimate goal is to enable customers to make hotel and travel reservations with instant confirmation anytime, anywhere.

Soon Asiatravel will introduce last minute availability and instant confirmation on air tickets and dynamic air, hotel, transfer and tour packages from multi-departure points in Asia, giving travellers a comprehensive One-Stop-Service with choice and convenience.

About Amadeus

Amadeus is the chosen technology partner for providers, sellers, and buyers of travel. The company provides distribution, IT and point-of-sale solutions to help its customers adapt, grow and succeed in the fast changing travel industry. Customer groups include **travel providers** (airlines, hotels, car rental companies, railway companies, ferry lines, cruise lines, insurance companies and tour operators), **travel sellers** (travel agencies) and **travel buyers** (corporations and travellers). Solutions are grouped in four solution categories – **Distribution & Content**, **Sales & e-Commerce**, **Business Management** and **Services & Consulting**.

Solutions for travel providers

Amadeus distributes content to around 385,000 points of sale located in over 215 markets worldwide through a range of technology solutions. For airlines **Amadeus Altéa Customer Management Solution (CMS)** is the first new generation IT platform seen by the airline industry for 30 years, allowing airlines to unlock the full value of each traveller and turn their passengers into customers. Some 150 airlines use **Amadeus Altéa Reservation (Sell)** as their sales and reservation system – among these are world class airlines including British Airways, Qantas, Finnair, United Airlines and South African Airways who have also contracted **Amadeus Altéa Inventory (Plan)** and **Amadeus Altéa Departure Control (Fly)** system.

Solutions for travel sellers

The Amadeus system allows close to 84,000 travel agency locations and more than 27,170 airline offices to make bookings on some 500 airlines. It provides access to nearly 73,000 hotel properties and 27 car rental companies serving close to 35,700 locations.



More than 250,000 active points of sale around the world use the **Amadeus Selling Platform (Vista)**, the world's first browser-based point of sale platform that allows travel professionals to focus on selling travel and developing customer relations instead of just making bookings.

Over 70 of the world's leading airlines use the Amadeus e-Travel Airline Suite to power over 250 websites in more than 80 markets.

Solutions for corporations

Amadeus' corporate travel solution, **Amadeus eTravel Management**, helps corporations manage their global travel programmes more efficiently and cost-effectively. The solution helps business travellers plan, personalise and purchase their trip while remaining compliant with the global travel policy. Amadeus technology supports the global travel programmes of over 1,000 corporations to integrate all the elements of their programmes into one easy-to-use and easy-to-administer solution.

The move towards mobile technology is an integral part of the vision of what the travel experience should be. Today, travellers making a booking through Amadeus e-Travel Management can read and approve their confirmation email on a wireless handheld device. Customers include Altria, Cemex, Daimler Chrysler, Ericsson, Huntsman, Nestlé, Total and Thales.

Amadeus has central sites in Madrid (corporate headquarters & marketing), Nice (development) and Erding (Operations – data processing centre) and regional offices in Miami, Buenos Aires and Bangkok. At market level, Amadeus maintains customer operations in 76 countries covering more than 215 markets.

The company is majority owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs over 7,600 employees worldwide, representing 95 nationalities. Amadeus' revenue for the twelve months ended 31 December 2006 was EUR2.683m.

More information about Amadeus is available at: www.amadeus.com

Contact details

LEWIS

Kristy Weller
Tel: +65 6534 7250
Mobile: +65 9069 3844
E-mail: kristyw@lewispr.com

Joanie Koh
Tel: +65 6534 7250
Mobile: +65 9783 0480
E-mail: joaniek@lewispr.com

Asiatravel.com Holdings Ltd

Fay G. Luge
Tel: +65 6730 4107
Mobile: +65 9684 3111
Email: fay@asiatravel.com