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Sabre first to put V Australia on e-ticketing map for US market

Airline provides complete e-ticketing capability for Sabre Connected agents

SYDNEY, July 28, 2008 – V Australia has chosen Sabre as its first Global Distribution System (GDS) partner to implement e-ticketing in the U.S. market.

With this, all Sabre Connected travel agents in the US can now access full e-ticketing capabilities via the Sabre GDS when booking tickets on V Australia.

Virtually all tickets issued worldwide through the Sabre GDS are now electronic, up from 90 percent in June 2007. More than 200 airlines are already able to issue e-tickets through the Sabre GDS, up from 161 a year ago. Of these, more than 150 have already joined Sabre Airline Solutions' Interline Electronic Ticketing Hub. This allows them to establish interline e-ticketing with each other more quickly and easily than if they had to establish bilateral e-ticketing agreements and direct communication links. It also incorporates full support for third-party ground handlers, critical to many airlines in Europe, the Middle East and Asia.

Earlier this year, V Australia and Sabre Travel Network signed a multi-year distribution agreement that will allow the airline's fares and inventory to be made available to all Sabre Connected travel agents worldwide.

"Sabre is excited about this opportunity to advance V Australia's product and customer service. At the same time, this event marks progress in IATA's call for a 100 percent e-ticketing environment for the industry," said Hans Belle, Vice President, General Manager – Asia Pacific, Sabre Travel Network.

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V Australia is Australia's newest international airline and owned by the Virgin Blue Group. The airline's inaugural flight between Sydney and Los Angeles will depart December 15, 2008. It also recently announced direct flights between Brisbane, Queensland and Los Angeles, California, from March 1, 2009. The carrier will operate Boeing 777-300ER aircraft configured to a three class cabin offering International Business Class, International Premium Economy Class and International Economy class.

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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. Currently, Sabre collectively handles over 70 percent of the BTN 100 bookings.

Key brands of Sabre Travel Network include GetThere, for corporate travel reservation technology; Nexion, a host agency; SynXis, for hotel reservation management, distribution and technology services; E-site marketing, specializing in online business solutions exclusively for the hospitality industry TRAMS, mid- and back-office solutions and marketing services for travel agencies; and TRAMS Marketing Alliance (TMA), a marketing promotions services for leisure travel agencies. Sabre Travel Network also markets TripTailor Vacations, 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>.