

eTRAVELi: Sabre Travel Network's low-fare online shopping tool helped us increase our sales and conversions

Saber's Bargain Finder Max tool helps the Nordic's largest Online Travel Agency continue its growth trajectory

18 September 2009, Hamburg, Germany– Sabre Travel Network's low fare online shopping solution Bargain Finder Max has once again attracted praise from its customers for its role in dramatically increasing sales and profits.

eTRAVELi, which operates the online travel brands Supersaver and Seat24 in Norway, Sweden, Denmark, Finland, Germany and the Netherlands including two recently acquired agencies www.flybillet.dk and www.gotogate.no, started using Saber's Bargain Finder Max for six of its online travel agency websites.

"In the past few months we've increased our sales and profits and continue to experience good growth despite the tough economic conditions, and a lot of that is due to Saber's Bargain Finder Max solution, which has consistently helped us in delivering a broader range of low fares for customers using our online travel websites," said Johan Elwin, Director of Business Development at eTRAVELi.

Launched earlier this year, Bargain Finder Max is a low fare shopping solution specifically designed for online travel agencies. It is part of a comprehensive range of online agency solutions offered by Sabre Travel Network, the world's leading provider of high performance travel solutions.

"Today's travelers are incredibly price-driven and will shop a number of websites to find the lowest fares, so we knew that in order to grow our business and increase our regional market share, we'd need to invest in the best technology to get the broadest range of low fares. We heard good things about Saber's Bargain Finder Max and decided to give it a go. The results exceeded our expectations, giving us a unique competitive edge over other online agencies. Our customers get the widest selection of low fares, which results in increased sales and growth opportunities for us," said Johan Elwin, eTRAVELi.

Anne Rösener, Vice President, Online Segment, Sabre Travel Network, EMEA, said that Bargain Finder Max is part of the company's online portfolio which offers agencies the ability to make money, save money and provide better customer service.

"Our portfolio is designed to help support the growth of our customers' business by helping them lower costs, drive sales and better serve their customers. eTRAVELi is a great example of a company that has been able to achieve growth in a very tough economic environment, and we're glad that our solutions were instrumental to this. Every year we make significant investments in our online technology, to ensure we keep finding the lowest fares for our customers," said Rösener.

The positive results delivered by Bargain Finder Max for eTRAVELi was complemented by a trouble-free seamless implementation.

"Automation is the key for profitability and Sabre really understands this well – their great online focus with flexible technology fits into our existing processes and works really well in our

environment. We didn't need to make a lot of changes like you do with some 'out of the box' technology products, which meant we started seeing results almost immediately," said Johan Elwin, eTRAVELi.

Saber's Bargain Finder Max offers up to 200 low fares for more than 400 airlines around the world. Fare types include: public, negotiated and web fares for nonstop, layover and one-way routes. Users can search by specific date, and by calendar view of up to three days before and after.

Check out eTRAVELi's website to find the lowest fares: www.etraveli.com.

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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 55,000 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>.

About eTRAVELi (European Travel Interactive AB)

eTRAVELi has the highest market share of any online travel agency group in the Nordic region (30%). The group offers airline tickets, hotels, rental cars and other travel-related products via multiple brands and is active in six different countries. In 2008, the eTRAVELi group recorded sales of €323 million, with an EBITDA of €4.4 million. During the first half of 2009, eTRAVELi has recorded sales of €176.4 million and an EBITDA of €4.6 million. Its total projected sales for 2009 are €343 million.