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Morgans Hotel Group upgrades its central reservation technology with Sabre SynXis CRS

Industry leader in boutique hotel sector also using Sabre's Guest Connect Booking Engine

SOUTHLAKE, Texas, June 18, 2014 /PRNewswire/ -- Sabre Corporation (NASDAQ: SABR), a leading global technology provider to the travel and tourism industry, has signed a technology agreement with Morgans Hotel Group to upgrade all Morgans' properties to Sabre's SynXis Central Reservation System(CRS). Sabre successfully completed this technology implementation with Morgans Hotel Group on June 10.



Morgans Hotel Group, widely credited as the creator of the first "boutique" hotel and a continuing leader in the hotel industry's boutique sector, also plans to leverage Sabre's Guest Connect Booking Engine, global Call Center Services and Voice Agent Application to capture and enhance the growth of direct bookings.

"Sabre offers an impressive portfolio of solutions that will help us take our operations and distribution capabilities to the next level," said Gustaf Burman, Chief Technology Officer for Morgans Hotel Group. "I'm very pleased with how smoothly our teams were able to complete the transition to Sabre's SynXis CRS, and we are excited to begin taking advantage of the immediate improvements our new partnership enables."

Across its unique portfolio of 12 properties, Morgans Hotel Group will utilize Sabre's enhanced, two-way integration between a third-party property management system and Sabre's CRS. This integration will enable greater optimization of revenue, hotel operations and guest profile management, all furthering Morgans' mission to return Morgans Hotel Group to being the leading international boutique hotel platform in the lifestyle hospitality sector.

"Sabre brings unrivaled technology and unmatched expertise to help Morgans Hotel Group continue on its expansion path, while providing the capabilities needed to delight guests throughout their stay," said Alex Alt, president and general manager of Sabre Hospitality Solutions. "We are incredibly proud to be the chosen technology partner to support and enable Morgans' future growth."

Sabre® is a leading technology provider to the global travel and tourism industry. Sabre's software, data, mobile and distribution solutions are used by hundreds of airlines and thousands of hotel properties to manage critical operations, such as passenger and guest reservations, revenue management, and flight, network and crew management. Sabre also operates a leading global travel marketplace, processing over \$100 billion of estimated travel spend in 2013 by connecting travel suppliers to their most valued customers, the business traveler. Headquartered in Southlake, Texas, USA, Sabre operates offices in approximately 60 countries around the world.

About Morgans Hotel Group

Morgans Hotel Group Co. (NASDAQ: MHGC) is widely credited as the creator of the first "boutique" hotel and a continuing leader of the hotel industry's boutique sector. Morgans Hotel Group operates Delano in South Beach, Mondrian in Los Angeles, New York and South Beach, Hudson in New York, Morgans and Royalton in New York, Clift in San Francisco, Shore Club in South Beach and Sanderson and St Martins Lane in London. Morgans Hotel Group has ownership interests or owns several of these hotels. Morgans Hotel Group has other hotels in various stages of development to be operated under management or franchise agreements. These include Delano properties in Las Vegas, Nevada and Moscow, Russia; Mondrian properties in London, England, and Doha, Qatar; and a Morgans Original in Istanbul, Turkey. Morgans Hotel Group also owns a 90% controlling interest in The Light Group, a leading lifestyle food and beverage company. For more information please visit www.morganshotelgroup.com.

This press release may contain certain "forward-looking statements" regarding Morgans Hotel Group within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are generally identifiable by use of forward-looking terminology such as "may," "will," "should," "potential," "intend," "expect," "endeavor," "seek," "anticipate," "estimate," "overestimate," "underestimate," "believe," "could," "project," "predict," "continue" or other similar words or expressions. These

forward-looking statements reflect Morgans Hotel Group's current views about future events and are subject to risks, uncertainties, assumptions and changes in circumstances that may cause actual results to differ materially from those expressed in any forward-looking statement. For a detailed discussion of these risk factors, see Morgans Hotel Group's Annual Report on Form 10-K for the fiscal year ended December 31, 2013, which was filed with the Securities and Exchange Commission (the "SEC") on March 13, 2014, and other documents filed by Morgans Hotel Group with the SEC from time to time. All forward-looking statements in this press release are made as of the date hereof, based upon information known to management as of the date hereof, and the Company assumes no obligations to update or revise any of its forward-looking statements even if experience or future changes show that indicated results or events will not be realized.

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