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Sabre set to transform hotel experience for travelers with new SynXis Enterprise Platform

Hospitality technology will improve hotel profitability, operating efficiency and guest experience

SOUTHLAKE, Texas, Nov. 6, 2014 /PRNewswire/ -- Sabre Corporation today announced the launch of the SynXis Enterprise Platform, an integrated hospitality technology solution that will unlock unprecedented value and profitability for hoteliers by helping them personalize the guest experience as well as transform hotel operations, distribution and marketing systems.



As part of this platform, Sabre also has launched the SynXis Property Manager, a hotel property management solution that seamlessly integrates with Sabre's industry-leading central reservation system. In recent months, Sabre has successfully piloted its Property Manager with several leading hospitality brands.

Through strategic investments and the rapid release of new capabilities in 2015, Sabre will further leverage the SynXis Enterprise Platform to power dynamic retailing and predictive analytics to create the world's most personalized and intuitive hotel guest experience through services such as mobile check-in, innovative payment alternatives and customized packages and services.

"Sabre continues to strategically invest in technologies to support the growth and success of our hotel customers," said Tom Klein, president and CEO of Sabre. "The hospitality industry is one of the fastest growing segments within Sabre's portfolio and across the travel industry. We are well positioned to help the hotel industry grow to the next level in profitability and customer service - and we are very focused on rapidly releasing these technology advances."

Hoteliers today are hampered by multiple, disparate technology systems that manage everything from inventory and property operations to guest registration. This complexity increases costs, restricts profitability and degrades the guest experience for some travelers.

"Research shows that consumers want and demand more personalized service across every industry, and they are willing to share their information and preferences with trusted brands to get it," said Alex Alt, president of Sabre Hospitality Solutions. "Our enterprise platform will transform the way hoteliers serve their customers, putting the guest on center stage at all times - whether they are checking in via their smart device or taking advantage of highly customized promotional offers based on permission marketing and predictive analytics."

The SynXis Enterprise Platform combines critical hotel functions into one intelligent, reliable system that allows hoteliers to focus on the most important part of their business - serving guests. It offers a cohesive technology ecosystem where hoteliers have everything they need to manage operations and guest experience with one technology partner.

About Sabre

[Sabre®](#) Corporation (NASDAQ: SABR) 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.

Cautionary Note Regarding Forward-Looking Statements

Any statements in this release regarding Sabre Corporation or its subsidiaries ("Sabre") that are not historical or current facts are forward-looking statements. Such forward-looking statements convey Sabre's current expectations or forecasts of future events. Forward-looking statements regarding Sabre involve known and unknown risks, uncertainties and other factors that

may cause Sabre's actual results, performance or achievements to be materially different from any future results, performances or achievements expressed or implied by the forward-looking statements. Certain of these risks and uncertainties are described in the "Risk Factors" and "Cautionary Note Regarding Forward-Looking Statements" sections of Sabre's registration statement on Form S-1, the "Risk Factors" and "Forward-Looking Statements" sections of its Quarterly Report on Form 10-Q, and any of Sabre's other applicable filings with the Securities and Exchange Commission. Unless required by law, Sabre undertakes no obligation to publicly update or revise any forward-looking statements to reflect circumstances or events after the date of this press release.

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