



September 12, 2014

## **Sabre acquires Genares, a global CRS and technology provider to the hospitality industry**

### **Genares customers to benefit from Sabre's proven ability to help independent and chain hoteliers prosper and grow**

SOUTHLAKE, Texas, Sept. 12, 2014 /PRNewswire/ -- Sabre Corporation today announced the acquisition of Genares, a global, privately-held hospitality technology company, to further strengthen Sabre's position as a leading technology partner to hoteliers worldwide. Terms of the transaction were not disclosed.

Genares provides central reservations systems, revenue management and hotel marketing solutions to more than 2,300 independent and chain hotel properties. Effective immediately, Genares employees will join Sabre Hospitality Solutions, a global technology provider to nearly 18,000 hotels in 157 countries worldwide. Sabre's technology is proven to power incremental revenue growth, efficiency and overall profitability for many of the world's leading hospitality brands.

"Genares is well-known in the industry for its commitment to outstanding customer service and vast industry expertise, and that is highly complementary with Sabre," said Alex Alt, president of Sabre Hospitality Solutions. "We look forward to continuing, and building upon, the standard of excellence that Genares has established while helping their customers reach the next level in profitability and growth through our broad portfolio of hospitality solutions."

The acquisition will build on the foundation of Genares's outstanding products and services while introducing Genares customers to a broader suite of products and services to help accelerate their growth.

"Becoming part of Sabre is a terrific evolution for Genares and our customers," said Eugene Harris, CEO of Genares. "Sabre has a track record of helping hotels and chains of all sizes succeed in the marketplace. We are confident that Sabre is the right partner to ensure our customers continue to receive world-class service and best-in-class technology solutions."

**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.

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