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Alitalia selects Sabre technology for airline passenger reservations

Airline to transform passenger experience and airline operations using Sabre's integrated suite of solutions

SOUTHLAKE, Texas, Jan. 27, 2015 /PRNewswire/ -- One of Europe's leading carriers, Italy-based [Alitalia](#), has selected [Sabre](#) technology to help drive its newly announced "Reinventing Alitalia" modernization program. Under the long-term agreement, Alitalia will migrate to Sabre's integrated, Software-as-a-Service (SaaS) platform for all critical airline operations, including its industry-leading [SabreSonic® Customer Sales & Service \(CSS\)](#) passenger reservations system.



Leveraging the leading capabilities of Sabre's broad suite of retailing technology, Alitalia will work to become a customer-first carrier with a radically new and personalized guest experience for its passengers. The carrier also will use capabilities and insights provided by Sabre's solutions to seek new revenue and cost saving opportunities in its drive toward its 2017 revitalization goal.

Silvano Cassano, CEO, Alitalia said, "We are reinventing Alitalia. In the coming years, we expect that you will see a healthy carrier with a fresh and exciting new brand. This is a significant, multi-year initiative - and technology will be the cornerstone of our success. Sabre is a respected industry leader with the broadest suite of solutions on the market. Their integrated technology gives us a single view of our operations and will transform the way we operate today, resulting in stronger performance and higher customer satisfaction and loyalty. I'm excited about this important relationship."

Tom Klein, Sabre President and Chief Executive Officer said, "Alitalia is one of Europe's largest carriers, and they have an exciting roadmap for the future and an appetite for innovative technology. Sabre is extremely proud to work closely with Alitalia, and we look forward to helping them identify ways to drive increased revenue, cost savings and a more efficient way of working. We'll also work with them to unlock new ways of delighting passengers and customers to keep them coming back. This agreement further builds on Sabre's strong and growing presence in the European region."

In addition to passenger reservations, Alitalia will use Sabre's departure control systems to manage airport check-in and boarding; marketing, planning, inventory and revenue management software; operational solutions for crew and airport management; and integrated, real-time decision support tools to provide a single view of flight schedules, flight operations, code-sharing and revenue management.

Sabre's technology is preferred by 225 airlines worldwide, including most of the world's largest carriers. Sabre's broad suite of flexible and scalable software solutions allows airlines to operate how they want to and adapt their business to changing needs and requirements. Sabre's solutions optimize day-to-day airline operations and ultimately help airlines solve their biggest challenges - driving increased revenues, reducing costs and delivering better travel experiences.

About Sabre Corporation

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, including passenger and guest reservations, revenue management, flight, network and crew management. Sabre also operates a leading global travel marketplace, which processes more than \$100 billion of estimated travel spend annually by connecting travel buyers and suppliers. Headquartered in Southlake, Texas, USA, Sabre operates offices in approximately 60 countries around the world.

About Alitalia

Alitalia Societa Aerea Italiana ([alitalia.com](#)) is a completely private company that started operations on January 1, 2015. The new Alitalia is a limited company with an Italian majority share and a 49% share owned by the industrial partner Etihad Airways, U.A.E.'s national airline. Alitalia's winter 2014/2015 schedule provides service to 83 destinations, including 26 in Italy and 57 in the rest of the world, covering 123 routes and 3,650 weekly flights. In 2013 Alitalia carried 23,99 million passengers worldwide.

Alitalia is a member of the SkyTeam global alliance and, since 2010, forms part with Air France-KLM and Delta Air Lines of the main air transport Transatlantic Joint Venture. Today, the fleet of Alitalia is one of the youngest in the world with an average age of only 7 years and is one of the most efficient thanks to a reduction in the number of aircraft types and low environmental impact. Alitalia and Etihad Airways have jointly been named as Official Global Airline Carriers of Milan Expo 2015. In 2014, for the fifth year in a row, Alitalia has been recognized by the American magazine Global Traveler with the award "Best Airline Cuisine" for the quality of its innovative onboard dining program in Magnifica Business Class.

Cautionary Note Regarding Forward-Looking Statements

Any statements in this release regarding 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.

Media Contact:

Sabre

Pam Wong

Director, International Communications

+44 (0) 208 538 8653

Pam.wong@sabre.com

Alitalia

Corporate Communications

+39 06 65638950

ufficio.stampa@alitalia.it

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