



## Alaska Airlines and Sabre renew distribution and technology partnership

December 14, 2017

### New five-year deal renews full content availability in the GDS and leverages Sabre's leading technology portfolio

SOUTHLAKE, Texas, Dec. 14, 2017 /PRNewswire/ -- Sabre Corporation (NASDAQ: SABR), the leading technology provider to the global travel industry, has renewed its distribution agreement with Alaska Airlines to continue providing full content through the Sabre Travel Network global distribution system (GDS). This five-year deal also includes the expansion and integration of Sabre's leading technology portfolio at the airline, extending Alaska's passenger services system – SabreSonic Customer Sales & Service – as well as Revenue Optimizer, Revenue Integrity and Sabre's Market Intelligence solution.

By allowing travel agencies to access their full range of content and services in the GDS, Alaska Airlines reinforces the value of Sabre's travel marketplace, which plays an important role in facilitating the marketing and sale of airfares to more than 425,000 travel agents and thousands of corporations around the world. This holistic distribution strategy enables Sabre to act as a technology provider that enables both direct and indirect channels, giving travelers the freedom to purchase tickets and ancillaries wherever they prefer.

"Renewing and strengthening our distribution and technology partnership with Sabre enables Alaska Airlines to extend our brand, enhance our merchandising capabilities and offer guests more options in a competitive environment," said Shane Tackett, Alaska Airlines' senior vice president of revenue management and e-commerce.

As a result of this deal, Sabre and Alaska Airlines' tenured partnership will continue to grow. The companies will move forward together to be on the forefront of travel technology. This contract renewal and expansion not only reinforces the value of the GDS but also demonstrates Alaska Airlines' focus on providing choice and transparency for their travelers.

"This new long-term agreement was the result of collaboration and focus on our common objectives of strengthening operations and driving efficiency through innovative technology," said Wade Jones, president, Sabre Travel Network. "Sabre will deliver the most relevant merchandising capabilities possible through the GDS."

#### About Sabre

Sabre Corporation is the leading technology provider to the global travel 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 US\$120 billion of global travel spend annually by connecting travel buyers and suppliers. Headquartered in Southlake, Texas, USA, Sabre serves customers in more than 160 countries around the world.

#### About Alaska Airlines

Alaska Airlines, together with Virgin America and its regional partners, flies 40 million guests a year to more than 115 destinations with an average of 1,200 daily flights across the United States and to Mexico, Canada and Costa Rica. With Alaska and [Alaska Global Partners](#), guests can earn and redeem miles on flights to more than 900 destinations worldwide. Alaska Airlines ranked "[Highest in Customer Satisfaction Among Traditional Carriers in North America](#)" in the J.D. Power North America Satisfaction Study for 10 consecutive years from 2008 to 2017. Learn more about Alaska's award-winning service at [newsroom.alaskaair.com](http://newsroom.alaskaair.com) and [blog.alaskaair.com](http://blog.alaskaair.com). Alaska Airlines, Virgin America and Horizon Air are subsidiaries of Alaska Air Group.

#### SABR-F

Media contact: [sabrenews@sabre.com](mailto:sabrenews@sabre.com) Investor contact: [sabre.investorrelations@sabre.com](mailto:sabre.investorrelations@sabre.com)



View original content with multimedia: <http://www.prnewswire.com/news-releases/alaska-airlines-and-sabre-renew-distribution-and-technology-partnership-300571570.html>

SOURCE Sabre Corporation