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Sabre Unlocks Possibilities in Travel with New Developer Platform

New Developer Tools Enable Users to Create Innovative Travel Offerings

SOUTHLAKE, Texas, May 20, 2014 /PRNewswire/ -- Sabre Corporation (NASDAQ: SABR), a global technology provider to the travel and tourism industry, is launching a new developer platform as well as new travel services and application programming interfaces (APIs) to allow developers all over the world to integrate travel into their applications.

Leveraging a new, open portal, called Sabre Dev Studio, developers from travel companies, online travel sites, start-ups, meta-search and social sites, can access more than 150 APIs, as well as testing tools, documentation, prototypes and sample code, and additional resources available from Sabre in an open developer community. In addition, the company is introducing several new, mobile friendly, sub-second response-time shopping and intelligence APIs that developers can use to build new search capabilities for travel.

The move to a new developer platform reinforces Sabre's leadership efforts to make travel more personalized and easily accessible to consumers through new travel apps and services provided by travel suppliers, travel agencies, online travel sites, and social sites. It also supports the company's strong commitment to helping airline, hotel, and travel agency customers identify new revenue opportunities, and deliver differentiated services.

"At $6.6 trillion, travel and tourism is one of the largest sectors of the global economy, and it is expected to grow over 4 percent in 2014," said Greg Webb, president of Sabre Travel Network. "Sabre Dev Studio will unlock potential for developers to accelerate software solutions in the areas of mobility, personalization and data analytics - all of which ultimately will result in innovation that will benefit the whole industry."

Examples of Sabre's new travel services include six-month calendar shopping, shopping across hundreds of alternate airports, and shopping by budget or theme. Built on a patent-pending platform, the new services allow developers to experiment with different APIs and create prototypes quickly and easily, significantly reducing development cycles and time-to-market - a unique offering in the travel industry.

For travelers, the APIs available through Sabre Dev Studio will result in new ways to shop for travel, enabling applications to answer questions like, "Where can I fly for $500?," "What beach destinations have the best fares in August?," and "When is the best time to buy my tickets?".

"Travelers want more personalization. They want to shop for travel in new ways and in the places they choose, whether at travel agencies, online travel sites, search engines, or social sites. Travelers want to be inspired and they want the experience to be easy and intuitive," Webb said. "Sabre Dev Studio makes this possible by stimulating innovation, resulting in great experiences for travelers and new revenue streams for travel suppliers, developers, agencies, and online travel and social sites."

The Sabre travel marketplace, one of the world's largest marketplaces, processes more than $100 billion in travel spending annually and provides information on millions of airline flights and fares, hotel availability and rates, and other travel offerings.

Sabre will be hosting a global hack-a-thon event in late July to provide developers inside and outside of the travel industry the opportunity to showcase their talents and ideas across a series of company-sponsored challenges using Sabre Dev Studio.

About Sabre
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.

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. 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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