

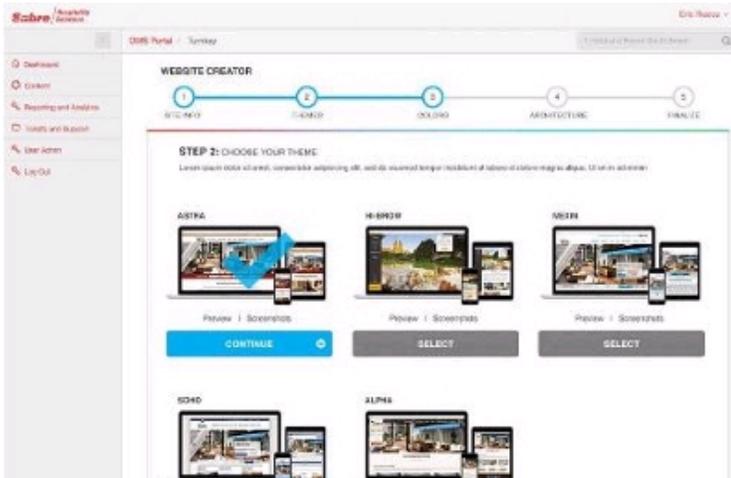


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Sabre launches industry-first turnkey website solution to help hoteliers increase online conversion and build brand loyalty

SynXis InstaSite allows hotels to launch a fully responsive digital presence with world class user experience in just three days

SOUTHLAKE, Texas, Feb. 17, 2015 /PRNewswire/ -- [Sabre](#) Corporation (Nasdaq: SABR) announced today an industry-first digital marketing solution that will give hotels the freedom to quickly and affordably launch a digital presence that will improve the guest experience and increase conversion on any device.



[SynXis InstaSite](#), a self-service, turnkey website solution, will help hoteliers [maximize online conversions](#) and create compelling guest interactions across their digital channels. Using InstaSite, hoteliers can launch a customized, fully responsive, booking-enabled website in as few as three business days.

"Growing direct distribution by optimizing the digital guest experience is something every hotelier in the world is trying to do," said Alex Alt, president of Sabre Hospitality Solutions. "InstaSite will enable hoteliers to dynamically sell their products directly to consumers across any device while enhancing conversion and optimizing their guests' online experience."

Coupled with the SynXis Booking Engine, InstaSite delivers a complete digital experience designed specifically for the hospitality industry. The solution is easy to implement, quick to launch and affordable. Using InstaSite, a hotelier can create a unique website that reflects their brand and property. At the same time, all of the configurable options reflect Sabre's more than 15 years of experience in creating websites that maximize online conversion rates. InstaSite will initially be available in five languages including English, Spanish, Simplified Chinese, Japanese and German, making it a viable solution for hotels with a global presence.

"This solution meets a critical need for hoteliers with limited time and resources to spend on a completely custom website and booking platform," said Alt. "SynXis InstaSite brings together Sabre's award-winning hotel web design expertise paired with the most powerful hospitality platform in the world."

About Sabre Corporation

[Sabre](#) Corporation 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.



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Media Contact:

Heidi Castle

682-605-4290

Heidi.castle@sabre.com

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