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Sabre and PriceTravel Holding Sign New Long-Term, Global Technology Agreement

Online travel website in Mexico and Colombia continues to be powered by Sabre's newest API technology and Low Fare Search capabilities. The renewal aims to support PriceTravel Holding's expansion to serve travelers across Latin America and the U.S. Hispanic markets

MEXICO CITY, Oct. 14, 2014 /PRNewswire/ -- Sabre Corporation (www.sabre.com) and PriceTravel Holding (www.pricetravel.com.mx), an innovative retail online travel agency in Latin America, announced today a renewed and expanded technology agreement. **Sabre will continue providing software solutions and IT support to power PriceTravel Holding websites visited by 1.2 million consumers each month.** Sabre will also continue to be their main source of fares and availability data for more than 400 airlines and other global travel services, and **contribute to their continued business growth as an OTA in Mexico and Colombia.**



The expanded technology agreement means that PriceTravel Holding will benefit from **Sabre's most innovative capabilities designed for OTAs, including online low fare search technology and personalized shopping features available through advanced API technology.** Since its launch in 2000, PriceTravel Holding has been an earlier adopter of Sabre's APIs (application programming interface), **and will use a variety of new APIs available via Sabre Dev Studio (<https://developer.sabre.com/>), the first industry platform providing IT developers with immediate access to a sandbox, sample code, documentation, prototypes and demos to help them reinvent travel** for consumers and their multi-device shopping habits.

Greg Webb, President of Sabre Travel Network, said: "We are strengthening one of our long-standing technology relationships in the Americas' online space, and providing them with our newest API technology to drive PriceTravel Holding's growth and their goal to be an innovative agency bringing online and mobile-savvy travelers the best travel search capabilities. This renewed collaboration reinforces our commitment to invest in new software and enhancements that ultimately result in new and unique consumer experiences that drive greater sales and increased traveler loyalty for our customers."

"PriceTravel Holding is always looking for innovation, and we are pleased with the renewal of this agreement. We know we will get success by combining the strengths of both companies, Sabre as our preferred technology and service provider with a dedicated OTA professional team, and PriceTravel Holding with its integrated platform that has a large portfolio for travel options in order to deliver tangible benefits to our customers," said Esteban Velásquez, CEO of PriceTravel Holding.

Sabre and PriceTravel established their relationship in 2000 in Mexico, and since then have worked together in other markets across Latin America. PriceTravel Holding has been one of the first online businesses to sign partnerships with leading properties and hotel chains, and since 2009 offers a wide range of regional flights, to make air travel affordable to all consumers.

Sabre's technology enables global OTAs businesses to offer the best travel options at the best prices. OTAs can use new **Sabre Dev Studio APIs to enable consumers to shop in new ways that best meet their needs, converting lookers into bookers and increasing customer loyalty.** For PriceTravel Holding, this technology will enable them to **deliver personalized options through their current four websites in Mexico, Colombia, Argentina and the U.S. Hispanic market.** PriceTravel Holding also relies on leading technology to serve more than 60 million prospects travelers at 160 points of sales spread in 40 cities across Mexico and Colombia.

Industry-wide, Sabre is a leading technology provider for regional and global online travel agencies, with its travel marketplace facilitating the sale of travel and ancillary services between buyers and sellers across platforms and mobile devices.

MEDIA CONTACT

Daniel Duarte
Sabre, Corporate Public Relations
Latin America
Daniel.Duarte@sabre.com
+5491140841730



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