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## **Sabre signs retailing solutions agreement with Alaska Airlines**

### **Pioneering airline to leverage comprehensive technology solutions to enhance customer satisfaction**

SOUTHLAKE, Texas, Jan. 6, 2015 /PRNewswire/ -- [Sabre Corporation](#) (NASDAQ: SABR) was selected by [Alaska Airlines](#) (NYSE: ALK) to provide technology solutions to enable its retailing strategy in all sales channels, including through some of the carrier's interline partner airlines.



By late 2015, Sabre's suite of solutions will give Alaska the ability to offer customers ancillary products and optional services through travel agencies and some interline airline partners. Sabre's interline ancillary capabilities will also enable Alaska's interline partners to market and sell their ancillaries in Alaska's sales channels. By using Sabre's inventory control features, Alaska Airlines will be able to efficiently track and monitor inventory of ancillary products.

"Sabre has been a long-time technology provider for Alaska Airlines, delivering capabilities to help power their growth," said Hugh Jones, president of Sabre Airline Solutions. "Alaska has led the industry by pioneering new and innovative technologies so we are thrilled to continue supporting their technology needs."

Alaska Airlines also uses Sabre's reservations system.

"Our top priority is to provide our customers with options so travelers can purchase the optional products and services they value most and Sabre has been an important partner in helping achieve this goal," said Andrew Harrison, senior vice president of planning and revenue management for Alaska Airlines.

#### **About Sabre**

[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, 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.

#### **About Alaska Airlines**

Alaska Airlines, a subsidiary of Alaska Air Group (NYSE: ALK), together with its partner regional airlines, serves more than 100 cities through an expansive network in Alaska, the Lower 48, Hawaii, Canada and Mexico. Alaska Airlines ranked "Highest in Customer Satisfaction Among Traditional Network Carriers" in the J.D. Power and Associates for seven consecutive years from 2008 to 2014. Alaska Airlines' Mileage Plan also ranked highest in the 2014 Airline Loyalty/Rewards Program Satisfaction Report. For reservations, visit [www.alaskaair.com](http://www.alaskaair.com). For more news and information, visit the Alaska Airlines Newsroom at [www.alaskaair.com/newsroom](http://www.alaskaair.com/newsroom).

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