



Virgin Australia signs full content distribution agreement with Sabre

Airline's fares, schedules and inventory, including fare families and ancillaries, available via Sabre global distribution system

SYDNEY, Jan. 31, 2012 - Virgin Australia has signed a multi-year full content distribution agreement with Sabre Travel Network to extend the airline's reach through the Sabre Global Distribution System (GDS). Sabre will provide all Virgin Australia fares and inventory, including fare families and ancillaries, to Sabre-connected travel agencies and corporations globally.

As part of the agreement, travel agencies and corporations will have real-time access to Virgin Australia and Virgin Australia International content without surcharges, ensuring the most accurate shopping and booking experience as part of the efficiency of the Sabre GDS.

The distribution agreement with Sabre goes into effect immediately, and builds on Virgin Australia's upgrade to Sabre's AdvanceConnect, providing both seamless availability and interactive sales to agencies and corporations. Additional merchandising capabilities will include fare families, and ancillary sales fulfillment with Electronic Miscellaneous Document (EMD) to provide travel agencies and corporations with significant process efficiency and flexibility across sales, settlement and reporting.

"Sabre is committed to helping Virgin Australia realize its business goals by delivering powerful tools and solutions, like the vast and efficient Sabre GDS, so they can reach the largest number of customers with the products and services travellers want," said Hans Belle, vice president of Sabre Travel Network – Asia-Pacific. "Virgin Australia is a terrific partner that truly understands and appreciates the value of the Sabre GDS and we look forward to doing all we can to help the airline flourish."

Virgin Australia joins a number of airlines around the world, including Air New Zealand, United Airlines, US Airways, Virgin America, Etihad, Alitalia, Finnair and South African Airways, who are or are planning to leverage Sabre's innovative merchandising solutions in order to efficiently market and sell ancillaries to the largest number of travellers.

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Sabre Travel Network provides technology solutions to the global travel industry. It operates the world's largest travel marketplace, connecting travel buyers and sellers through the Sabre global distribution system (GDS). Its innovative software connects more than 350,000 travel professionals to more than 400 airlines, 93,000 hotels, 25 car rental brands, 50 rail providers, 13 cruise lines and other global travel suppliers. More than 300 million people purchase airline tickets through this channel annually.

Sabre Travel Network is part of Sabre Holdings, a global travel technology company serving the world's largest industry- travel and tourism. Its innovative technology is used by more than a billion people around the world to plan, book and get to their destination at a time and price that's right for them. For more information, please visit: www.sabre.com.