

SynXis Drives Distribution for Its Customers with Direct Connects to Qunar.com and Wego.com

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Asia Pacific Customers Benefit from Channel Connect with Increased Exposure to Target Markets

SynXis, the Sabre Holdings business that provides complete hotel distribution and Internet marketing services globally, announced today that it has certified direct booking connections to Qunar.com and Wego.com (formerly Bezurk.com), two prominent Asian Pacific meta-search engines, giving SynXis hotel customers increased exposure to the millions of consumers using these sites to shop for hotel rooms.

Qunar.com and Wego.com can now display hotel rates pulled directly from the RedX Distribution Management System used by thousands of hotels around the world through Channel ConnectSM. The direct connection through Channel Connect will facilitate growth and efficiency for SynXis customers and enable them to fine-tune rate strategies by a seamless connection to both Qunar.com and Wego.com made directly via RedX.

'Qunar.com and Wego.com are both key sites that are important to SynXis' Asia Pacific customer base, and we are pleased that SynXis can help facilitate and simplify the distribution and marketing opportunities that are important to the Asian marketplace,' said Patrick Andres, Managing Director of SynXis Asia Pacific. 'These new Channel Connects along with the opening of local offices in Singapore, Hong Kong and Japan, and the launch of SynXis' dedicated Asian Pacific call center in the last year, all represent SynXis' great commitment to this region.'

Both websites offer a distinct advantage to Asia Pacific chains looking to increase bookings in the region and beyond. 'We appreciate SynXis' ability to quickly integrate RedX with other popular online travel sites. The Channel Connects contribute to a more efficient business operation and helps make our revenue strategy more effective,' said Tarun Lakhanpal, Group Manager-Revenue Management and Distribution at The Lemon Tree Hotel Company, who recently became the first chain to implement the direct connection. 'We are very excited to be the pilot hotel group for SynXis' connection to Wego.com and are certain this channel will quickly increase bookings and revenue.'

Wego.com, known until recently as Bezurk.com and whose financial backing by News Corp secures its place firmly in the market, is a rapidly growing meta-search engine with not only a focus on Asia Pacific but also growth plans that target consumers in the rest of the world. 'Our partnership with SynXis is one of the steps we are taking to ensure that our users have access to the best rates at the most properties as they make their travel plans,' said Craig Hewett, founder and Chief Commercial Officer of Wego.com. 'SynXis' impressive customer portfolio and the company's continued growth in Asia has already shown us that this will be a win-win for us and for our customers.'

Qunar.com is the number one travel search engine in China, and a popular place for exclusive packages arrangements, and visa services for the growing Chinese travel market. The direct connection to the site has been in high demand by SynXis customers and will be implemented this fall, allowing hoteliers to benefit from the greater opportunity to differentiate their product merchandising via the site.

'Qunar is pleased to be working with SynXis and excited to see their progress within the Asia Pacific region,' said Fritz Demopoulos, Co-founder and CEO of Qunar.com. 'We expect that through this partnership our consumers will really be able to take advantage of the products offered by SynXis' impressive group of hotel customers, as both of us continue to grow.'

About SynXis(R)

SynXis, a Sabre Holdings company, provides distribution and Internet marketing services and technology for hotels around the world. SynXis connects hotels with their guests through increased exposure via all channels including GDS, third party travel sites and the hotel's own website. SynXis operates full-service global call centers offering private label reservation services. SynXis is the creator of the industry unique Technology Partner Program, which ensures customers that it will work closely with partners such as Micros Fidelio in jointly supporting customer needs. SynXis is the technology source for thousands of hotels, resorts, and destinations, including: Harrah's, Interstate Hotels & Resorts, The Peninsula Hotels & Resorts, Millennium Copthorne, Destination Hotels & Resorts, Shangri-la Hotels & Resorts and Jumeirah Hotels.

SynXis' corporate headquarters is in Southlake, Texas, with offices in Denver, Boston, Amsterdam, Singapore and Montevideo. For more information on SynXis and its products, please call +1-682-606-4000, e-mail info@synxis.com, or visit their Web site at www.synxis.com.

Sabre Holdings connects people with the world's greatest travel possibilities by retailing travel products and providing distribution and technology solutions for the travel industry. More information is available at www.sabre-holdings.com.

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