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## **Shenzhen Airlines adopts Sabre Airline Solutions' sophisticated technology to compete with larger carriers**

### ***Private carriers in China seek to level playing field***

**SINGAPORE, Jan. 2, 2007** – Shenzhen Airlines has contracted with Sabre Airline Solutions to boost its flight scheduling functions via the *Sabre AirFlite Planning and Scheduling* suite of solutions.

By using the *AirFlite* suite, Shenzhen Airlines, one of the biggest private carriers in China to have emerged since the Chinese aviation market opened up in 2004, has stepped up efforts to even the playing field and compete more effectively with larger carriers. The *AirFlite* suite enables Shenzhen Airlines to quickly decide where to deploy its aircraft, at what time of day and day of week. This gives the travelling public the best possible combination of flights for the available aircraft,

“Shenzhen Airlines has a clearly defined growth path for the next nine years,” said Dr. Peter Liu, chief information officer of Shenzhen Airlines. “One of the key enablers of this growth involves the adoption of technology and industry best practices in all parts of the airline. We have identified Sabre Airline Solutions as our preferred partner for airline technology and expertise after a long and thorough evaluation.”

“Shenzhen Airlines, now operating with more than 50 aircraft, is one of the most exciting airlines in that part of the world,” said Andrew Powell, Sabre Airline Solutions' regional vice president-Asia/Pacific. “The close proximity of Shenzhen to Hong Kong gives Shenzhen Airlines a great opportunity to provide a competitive alternative for mainland Chinese passengers travelling to and from Hong Kong or taking connecting flights through Hong Kong. The airline's dynamic and positive corporate culture also gives it an edge because it can adopt changes in business practices quicker and easier. We are thrilled to work with Shenzhen Airlines.”

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## **About Sabre Airline Solutions**

Sabre Airline Solutions, a Sabre Holdings company, is the world's largest provider of smart, proven, bankable products to help airlines market, sell, serve and operate from planning to execution. The company provides unmatched breadth and depth of integrated, dynamic business solutions delivered by experts to reduce airlines' costs, increase revenue and optimize the customer experience.

More than 250 airlines use its broad portfolio of 112 decision-support tools to increase revenues and improve operations. More than 100 airlines rely on Sabre Airline Solutions for passenger management solutions, while a similar number have turned to the company's consulting group for strategic, commercial and operational advice. More than 650 contracts worldwide were signed in 2006 for Sabre Airline Solutions' leading technology solutions.

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 about Sabre Holdings is available at <http://www.sabre-holdings.com>

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