

News Release



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Kingfisher Airlines Reengineers Guest Processing Functions with Multi-Million Dollar Deal with Sabre Airline Solutions

Kingfisher Airlines, India's fastest-growing airline, selects more than 20 enterprise applications; gives Sabre global distribution system direct access to inventory

MUMBAI, Oct. 26, 2007 — Kingfisher Airlines, India's fastest-growing airline, has engaged Sabre Airline Solutions, the global leader of software and services for the airline industry from planning to execution, to provide a full suite of more than 20 enterprise applications to enhance its guest processing functions, as the airline continues its rapid expansion of its operations.

With the implementation of Sabre Airline Solutions' passenger reservations and departure control systems, the *SabreSonic Passenger Solutions*, Kingfisher Airlines will be able to manage its reservations, pricing, ticketing and reporting efficiently.

Kingfisher Airlines is also among the first in India to offer the latest range of check-in options for its guests, including "Web check-in" facilities and "Roving agents" that use mobile devices to check in guests to help alleviate check-in queues at airports.

"Kingfisher Airlines entered into a strategic partnership with Sabre Airline Solutions as we wanted to 'get it right, first time.' We are a full-service, new world carrier, and we need the depth and width of application solutions that Sabre Airline Solutions can provide as quickly as possible. We are also tapping into Sabre Airline Solutions' airline consulting expertise to ensure we are adopting airline management best practices," said Dr. Vijay Mallya, Chairman & CEO, Kingfisher Airlines Limited.

Kingfisher Airlines' entire suite of Sabre Airline Solutions products is fully hosted through *Sabre eMergo* Web access, an application service provider environment that provides the technology without the cost of acquiring and maintaining costly hardware and infrastructure systems.

"This engagement with Kingfisher Airlines is a lead indicator of airline enterprise applications trends in general. Kingfisher Airlines engaged a single vendor (Sabre Airline Solutions) for more than 20 enterprise applications in a single consolidated project. By doing so, Kingfisher Airlines can now benefit from the integration, consistency of service and cross-department best practices," added Mr. Tom Klein, executive vice president of Sabre Holdings and group president, Sabre Travel Network/Sabre Airline Solutions.

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Kingfisher Airlines is also leveraging other technology from Sabre Airline Solutions to help analyze the market and determine the best approaches to maximize revenue, including *Sabre AirMax Revenue Manager*, the *Quasar* passenger revenue accounting system and the *Sabre Loyalty Suite*. To optimize operations, Kingfisher Airlines is also leveraging the *Sabre AirOps Flight Operations Suite* and the *Sabre Rocado Crew Management System*.

Mr. Vish Viswanathan, vice president, Indian sub continent for Sabre Airline Solutions, said, "The Indian market is poised for significant growth over the coming years and Sabre Airline Solutions is extremely pleased to be working with Kingfisher Airlines to provide this growing domestic carrier with a full suite of integrated, leading-edge solutions that will enable their continued business success."

Through a separate deal, Kingfisher Airlines has also become the first new-entrant carrier in India to distribute its inventory through the Sabre global distribution system (GDS). It signed a Direct Connect Availability (DCA) agreement — the highest level of participation in the Sabre system. With this, Kingfisher Airlines can now market and sell its products through all *Sabre Connected* travel agents globally.

This agreement with Kingfisher Airlines is another example of Sabre Airline Solutions' continued commitment to the India and Asia/Pacific marketplace.

India is one of the fastest-growing aviation markets in Asia. The Indian travel market is growing at 25 percent per year and is generating increased revenues for all travel stakeholders. With this Kingfisher Airlines contract, more than 40 percent of all air tickets in India are issued through *SabreSonic Res*.

About Sabre Airline Solutions

Sabre Airline Solutions, a Sabre Holdings company, is the world's largest provider of products to help airlines market, sell, serve and operate from planning to execution.

More than 200 airlines use its broad portfolio of decision-support tools to increase revenues and improve operations, while more than 500 use its leading operational technology. 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.

Sabre Holdings (NYSE: TSG) 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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About Kingfisher Airlines

Kingfisher Airlines is India's first and only private airline to receive the prestigious, 'Best New Airline of the Year' award in the Asia-Pacific and Middle East region from Centre for Asia Pacific Aviation (CAPA). Kingfisher Airlines has also been voted as the 3rd Most Successful Brand Launch of the Year 2005, in the annual Brand Derby Survey conducted by India's leading business daily-Business Standard. In another Survey conducted by agencyfaqs.com, Kingfisher Airlines was voted as the 8th Buzziest Brand of 2006 amongst 2000 leading national and international brands. Kingfisher Airlines has also bagged the "Service Excellence for a New Airline" award from Skytrax, a UK based specialist global air transport advisor.

Another addition to the list of laurels is the "Best New Domestic Airline for Excellent Services and Cuisine" award from Pacific Area Travel Writers Association (PATWA). In a survey conducted by IMB for Times of India, 46% of the participants voted Kingfisher Airlines "The Best Airline" and "India's Favourite Carrier". Kingfisher Airlines has also won the "Brand Leadership Award" in the service and hospitality segment against several acclaimed hotels, leading banks and other airlines. Lastly Kingfisher Airlines won the Avaya Award for Excellence in "Customer Responsiveness" for 2006. The Award is highly acclaimed and is presented by India's largest selling Economic daily, "Economic Times. For more information on Kingfisher Airlines log on to www.flykingfisher.com. Fly the Good Times with Kingfisher Airlines.

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