

News Release



Media Contact:

Nancy St. Pierre
Sabre Holdings
682.605.3864
Nancy.st.pierre@sabre.com

Sabre to Introduce Another Merchandising First

Launch customer Midwest Airlines enhances customer loyalty for airline and travel agencies with ability to select premium seating in coach class

SOUTHLAKE, Texas, August 27, 2007 – Sabre has introduced another merchandising first through its Distribution Merchandising Suite, which will allow airlines to differentiate and sell premium airline seats in a coach class aircraft cabin. This announcement follows on the heels of the launch of *Sabre Branded Fares* just last week. Sabre is the first global distribution system to integrate these merchandising capabilities into the standard travel agency desktop making it easier for travel agents to leverage this premium coach seat capability within their standard workflow.

Milwaukee-based Midwest Airlines is the launch customer for Sabre's new merchandising capability in conjunction with the addition of the airline's Signature seating – its two-by-two seating option with exceptional legroom – on its MD-80 aircraft. As part of Midwest's continuing roll-out of its long-term strategic plan, the airline's all-coach class cabin will feature both Signature and Saver seating, beginning this fall with flights on the MD-80 aircraft and continuing next year on its Boeing 717 fleet.

Sabre's new merchandising capability is part of its Distribution Merchandising Suite, which is powered by the *SabreSonic Passenger Solutions*. The new premium seat selection capability will initially be offered via Midwest Airlines' website and airport kiosks during the traveler check-in process. In the coming months, customers will have the ability to select premium seats as they make their flight reservations. Travelers will be able take advantage of the new service whether they book directly with Midwest Airlines or use a *Sabre Connected* travel agent.

This new merchandising capability was developed by the joint airline team from *Sabre Airline Solutions* and *Sabre Travel Network*. This new solution exemplifies the expansive capability Sabre has for airlines to address current marketplace conditions, made possible by Sabre's ongoing significant investments in its technology. The Sabre Distribution Merchandising Suite specifically helps airlines address the need to change how they sell their products and services to meet their marketing and selling strategies through all channels of distribution.

"Sabre continues to work with airlines around the globe to provide them adaptable solutions for a constantly evolving marketplace," said Greg Webb, Sabre's chief marketing officer. "Midwest Airlines has long been recognized for offering premium services to travelers and both Midwest and Sabre are excited about this collaboration to help them achieve their goals."

According to Scott Dickson, senior vice president and chief marketing officer of Midwest Airlines, the new technology enables the airline's valued customers to make personal choices based on seating preference and cost. "Sabre has been innovative and creative in its development of solutions that support Midwest's initiatives to provide the flexibility our customers want."

-more-

"We have enjoyed a long-term partnership with Sabre," explained Alex Yarmulnik, chief information officer for Midwest Airlines. "They understand what airlines need to be competitive. They have proven, reliable technology with solid integration capabilities, which provide Midwest with operational efficiencies and cost savings."

The new merchandising capability adds to the overall value that Sabre is providing Midwest. The airline recently renewed its reservations hosting service through the *Sabre Airline Solutions' SabreSonic* suite, as well as a variety of other business solutions, including schedule planning, revenue accounting, resource management and flight operations.

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>

Sabre Airline Solutions, the Sabre Airline Solutions logo, and SabreSonic are trademarks and/or service marks of an affiliate of Sabre Holdings Corporation. All other trademarks, service marks, and trade names are the property of their respective owners.

About Sabre Travel Network

Sabre Travel Network, a Sabre Holdings company, provides the most comprehensive end-to-end solutions for corporate and leisure travel. The Sabre GDS is the foundation for these solutions, providing a ready-built efficient marketplace that connects travel suppliers, including hundreds of airlines and thousands of hotels, with more than 50,000 travel agency locations. Currently, Sabre collectively handles over 70 percent of the BTN 100 bookings.

Key brands of Sabre Travel Network include GetThere, for corporate travel reservation technology; Jurni, a consortium of leisure travel agencies providing marketing and promotion services; Nexion, a host agency; SynXis, for hotel reservation management, distribution and technology services; and TRAMS, mid- and back-office solutions and marketing services for travel agencies. Sabre Travel Network also markets TripTailor, a travel wholesaler providing dynamic packaging for the travel agency marketplace.

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>.

-more-

About Midwest Airlines

Readers of *Travel+Leisure* named Midwest Airlines “Best Domestic Airline” in the magazine’s 2007 World’s Best Awards competition. The airline features jet service throughout the United States, including Milwaukee’s most daily nonstop flights and best schedule to major destinations. Catering to business travelers and discerning leisure travelers, the airline earned its reputation as “The best care in the air” by providing passengers with impeccable service and onboard amenities at competitive fares. Both Skyway Airlines, Inc. – a wholly owned subsidiary of Midwest Airlines – and SkyWest Airlines, Inc. operate as Midwest Connect and offer service to and connections through Midwest Airlines’ hubs. Together, the airlines offer service to 53 cities. More information is available at <http://www.midwestairlines.com>.

###