



## Sabre to Launch World's First B2B App Centre for Travel Industry

# Sabre Red App Centre to Create a World of Possibilities for Travel Professionals

SOUTHLAKE, Texas – Sept. 13, 2011 – Sabre Travel Network announced today that it is building the world's first B2B application store for the travel industry. Scheduled to open in the coming months, the Sabre Red App Centre will be the first online marketplace to connect travel buyers, including travel agencies, travel management companies and leisure operators, with third party developers.

Sabre Travel Network is a global travel technology company, delivering innovative solutions that make it easy for travel buyers to shop, book and manage travel, and allow travel suppliers to effectively reach buyers through Sabre's global distribution system (GDS).

"The Sabre Red App Centre will open up a new world of possibilities for the travel industry and bring endless opportunities for creative and original applications to be brought to the market quickly," said Greg Webb, president of Sabre Travel Network. "Our agency customers will be able to improve their business and deliver enhanced services for travelers by tapping into the collective creativity of Red App developers from all over the world."

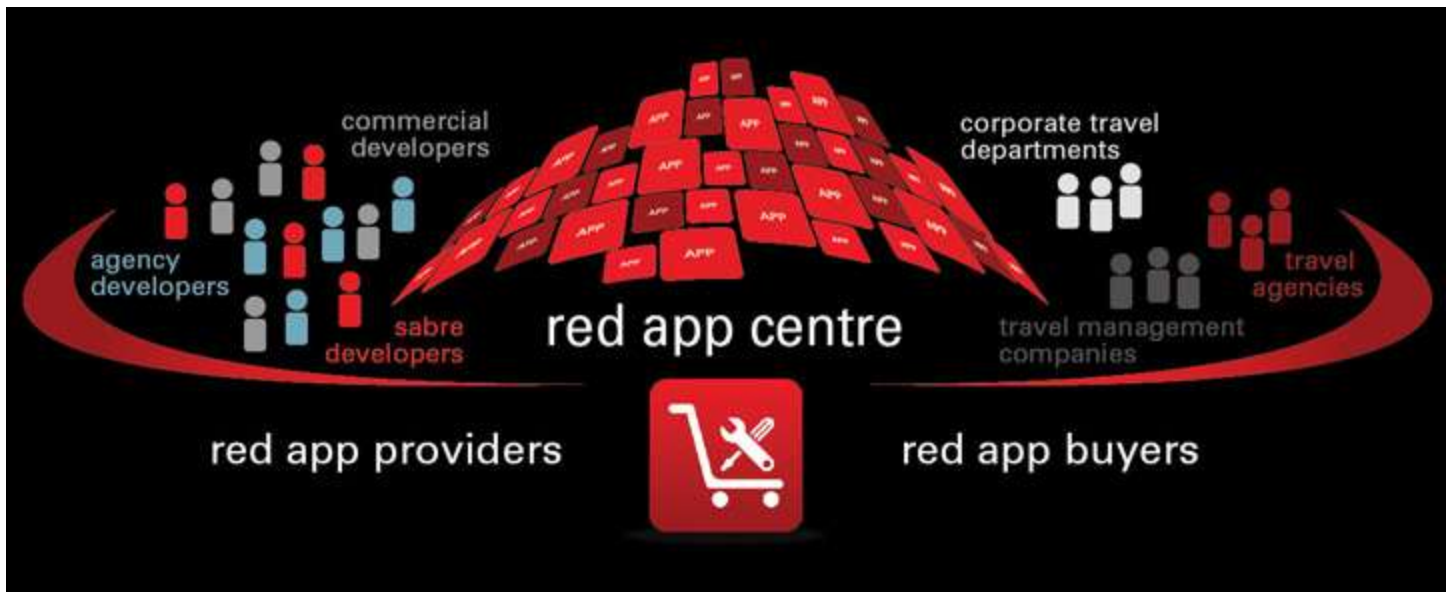
The Red App Centre will include Sabre-certified Red Apps built by third party developers, travel buyers and Sabre. The Red App Centre will connect to the Sabre Red Workspace, launched last year for travel agents to book and manage business and leisure travel. As a result, travel buyers will be able to easily shop for a wide range of applications that best meet their needs and then quickly deploy those applications down to the individual user. The selected Red Apps become part of the agent's workspace, leveraging the administrative controls and plug-in capabilities of the Eclipse Rich Client Platform, upon which the Red Workspace is built.

The Red App Centre provides current Sabre Authorized Developers a marketplace to promote and sell their certified Red Apps to Sabre-connected agencies globally, while at the same time providing a platform and business model to attract new developers to the industry. In addition to developing new Red Apps, developers will realize new sales opportunities by converting existing applications to Red Apps that will plug seamlessly into the Red Workspace. At launch, developers will be able to tap into more than 155,000 Sabre Red Workspace users in more than 116 countries.

Developers will use the Sabre Red App Developer Toolkit to create the Red Apps, and in the fourth quarter, Sabre will host a 'Developer Challenge' for developers around the world to compete to build the most innovative, break-through Red Apps.

"Every year, Sabre invests hundreds of millions of dollars and works closely with more than 130 authorized developers to research and develop new products that help our customers compete and win in a complex industry," said Webb. "Creating an online B2B marketplace will spur a whole new level of innovation for the benefit of Sabre connected agencies globally."

Travel buyers and developers can learn more at [SabreRedAppCentre.com](http://SabreRedAppCentre.com).



### About Sabre Travel Network

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](http://www.sabre.com).

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Heidi Castle  
Media Relations - Corporate & Agency segments  
Sabre Holdings  
P: 682-605-4290  
M: 214-681-8169  
Email: [heidi.castle@sabre.com](mailto:heidi.castle@sabre.com)