



For more information, contact:

Michael Brophy  
Sabre Holdings  
682-605-2565  
[Michael.brophy@sabre-holdings.com](mailto:Michael.brophy@sabre-holdings.com)

Jack Mannix  
Ensemble Travel Group  
800-442-6871  
[jmannix@ensembletravel.com](mailto:jmannix@ensembletravel.com)

### **Ensemble Travel<sup>®</sup> Group and Trams Announce New Marketing Agreement**

*Program designed to provide turn-key email marketing services  
with measurable results through ClientBase.*

BANFF, ALBERTA – October 21, 2009 (4:30 p.m. MDT) – Ensemble Travel<sup>®</sup> Group and Trams, Inc. today announced the signing of a joint marketing agreement, which includes the new Ensemble<sup>®</sup> E-Matrix 360 tool, featuring Ensemble Travel Group's award-winning electronic campaigns as well as a robust portfolio of e-mail marketing, displaying offers from the organization's powerful team of preferred suppliers. Trams, Inc. is a Sabre Travel Network<sup>®</sup> business.

Ensemble E-Matrix 360 offers members the flexibility and choice of a completely turnkey e-mail marketing approach, as well as the ability to manage the program themselves, opting in and out of specific promotions as they choose. When a client receives a promotion, the record is tagged in the member's local copy of Trams ClientBase, facilitating follow-up calls by the agent to close the sale and increase repeat business.

Through its proprietary software, Trams will host synchronized copies of Ensemble Travel Group members' ClientBase databases. This synchronization enables a member agency to conduct e-mail marketing campaigns using the most current client data, while receiving reporting on delivery, opens, and click-throughs down to the client profile level.

“By having our own specially designed program integrated with ClientBase, members will have critical transactional customer data at their fingertips. This technology enhances our current highly segmented approach to marketing, allowing the member to drill down to a very fundamental, personal level with customers to better serve their travel needs and to position our members as true travel experts,” said Jack E. Mannix, CTC, president and CEO of Ensemble Travel Group.

To maximize the effectiveness of the Ensemble Travel Group marketing program, members will be strongly encouraged to implement ClientBase, the Client Relationship Management (CRM) software designed by Trams, specifically for travel agencies. In addition, the Trams relationship will allow Ensemble Travel

Group to further enhance its dynamic direct mail program with the freshest possible data and the ability to populate the members' ClientBase with information on Ensemble Travel Group promotions.

Ensemble Travel Group will also leverage the new Trams agreement to gain further insight into supplier sales revenue driven by its Trams-affiliated member agencies. "We are very excited about the opportunities that our tools and our enhanced relationship create for Ensemble members," said Sharon Meyer, CTC, COO of Trams.

Ensemble Travel Group agencies who currently have ClientBase and are seeking further information about Ensemble® E-Matrix 360 can contact Yvonne Norris at (800) 442-6871, Ext. 261 or Trams at [marketing@trams.com](mailto:marketing@trams.com). Non-ClientBase users should e-mail Trams at [marketing@trams.com](mailto:marketing@trams.com).

### About Ensemble Travel® Group

Founded in 1968, Ensemble Travel® Group is a proactive, member-owned international organization of nearly 900 professional travel agencies in the U.S. and Canada. With a membership that represents billions of dollars in travel sales each year, Ensemble Travel Group has achieved a 40+-year record of boosting members' profits and delivering high-volume sales to its preferred suppliers. To learn more about Ensemble Travel Group, call (800) 442-6871 or visit [www.ensembletravel.com](http://www.ensembletravel.com).

### About Trams, Inc.

For more than 20 years, Trams, Inc. has assisted travel agencies in their efforts to grow revenue, optimize customer management, and streamline processes. More than 30,000 agents in over 11,000 locations currently use Trams' Product Solutions; which provide the leading back office system, Trams Back Office, the leading agency customer relationship management (CRM) product, ClientBase, as well as unique agency marketing services through ClientBase Marketing Services (CBMS). For more information, please visit <http://www.trams.com> or contact Trams, Inc. at 310-641-8726 or [Marketing@trams.com](mailto:Marketing@trams.com).

### 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 55,000 travel agency locations.

Key brands of Sabre Travel Network include GetThere, for corporate travel procurement technology; Nexion, a host agency; SynXis, for hotel reservation management, distribution and technology services; E-site marketing, specializing in online business solutions exclusively for the hospitality industry Trams, mid- and

back-office solutions and marketing services for travel agencies; and ClientBase Marketing Services (CBMS), marketing services for leisure travel agencies.

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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