



PRESS RELEASE

Media Contact

Nancy St. Pierre

Sabre Holdings

682-605-3864

nancy.st.pierre@sabre.com

Sabre introduces new education program for Trams 2009 Summer Camp Conference

Program designed to help agencies make and save money in current economic climate

Southlake, TX – June 18, 2009 – Trams, Inc., leading provider of back-office and customer relationship management solutions is launching a new educational program designed specifically to help agency owners and managers manage through the current economic climate.

Trams, Inc., a division of [Sabre Travel Network](#)®, the world's leading provider of high-performance travel solutions, will launch the educational program at this year's Trams Summer Camp Conference, held in Arizona from August 26-28. More than 200 agency owners and managers are expected to attend the event.

"Agency owners and managers are facing unique challenges this year with most citing cost reduction and new revenue streams as a top priority. To achieve this, they are asking for help with best practices in the area of financial analysis, agent productivity, staff motivation, creative marketing strategies, customer retention, and quality control," says Sharon Meyer, Chief Operating Officer of Trams, Inc.

"We are in a unique position to help as we work alongside over 10,000 agency owners and managers everyday, supporting their marketing and accounting software, teaching best practices, and hosting hundreds of online training sessions every week. Our new educational series consolidates and prioritizes the expertise and information we have into one comprehensive program called 'Owner/Manager Seminar for Success'," said Meyer.

Unlike many other industry events that have suffered during the downturn, Trams, Inc. has a long history of strong attendance at its events. Last month its annual Trams Technology and Marketing University event (TMU) attracted more than 300 attendees to Las Vegas, where delegates had the choice of over 75 sessions.

"We invest significantly in our events to ensure agencies leave with practical strategies and information to help improve their business. Customers can also check out new products available to them," said Meyer.

Customers who attended the recent TMU event were given a preview of 'E-Client Survey', a new tool from ClientBase Marketing Services, the customer relationship management division of Trams, which automates the collection of customer travel preference data for improved customer targeting and segmenting, and greater conversion. Customers also got to see a new dashboard screen, providing real-time visual data at login to help agents focus their efforts on key objectives on a daily basis.

"This year, we are taking a more hands-on and collaborative approach at our Summer Camp Conference, with trainers available to provide guidance and consultation, and some unique networking opportunities," said Meyer.

The Trams Summer Camp Conference will be held at the Hyatt Scottsdale at Gainey Ranch in Arizona, from August 26-28, 2009.

For more information about the Summer Camp Conference or Trams, Inc., visit www.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>.

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 45,000 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.