



Theresa R. Davis
Sabre Travel Network
682.605.1526
theresa.davis@sabre.com

Sabre, TRAMS make CRM tool accessible, affordable to agents

Product integration into various systems broadens agent access

SOUTHLAKE, TEXAS – April 21, 2008 – Acknowledging the evolving workplaces of travel consultants, Sabre Travel Network and TRAMS, Inc. recognized the need for agents to be able to access all of their shopping, booking and client relationship management (CRM) tools in one integrated location. To meet this need they are integrating the new release of ClientBase Online into the MySabre agent desktop and into VacationStudio, an online leisure portal.

ClientBase Online is the most recent evolution of ClientBase, the travel industry's first CRM tool designed specifically for travel consultants. ClientBase Online answers many of the demands of the growing travel workforce. ClientBase Online is currently accessible to agents located within the United States, and is planned to roll out to the rest of North America in the months ahead.

"I've never tapped into a CRM program before, but ClientBase Online quickly became part of my daily routine," said Tom Andrews of Grapevine Travel, in San Diego, CA.

Agents no longer have to be tied to their office to tap into the power of ClientBase. In fact, ClientBase Online, is available via any internet connected computer and hosts the agent or agency's database at no additional charge over the monthly licensing fee.

"I travel a lot for work and for pleasure, and being able to access this CRM tool online is really nice," said Jodi Mix of A Touch of Class Travel, in Tri-Cities, WA, "Now I don't have to worry about packing extra files just in case someone calls when I'm out. It's great to access my corporate accounts and know that I have all of their preferences, their itineraries and their reward program information right in front of me when I'm handling a booking."

Attendees to the upcoming Technology & Marketing University (TMU), hosted by TRAMS and Sabre, will have the chance to learn how to implement ClientBase Online into their business in a dedicated workshop on Thursday, April 24. TMU is an intensive training conference that attracts one of the most sophisticated and technologically savvy groups of travel agents in the industry. This year's conference will demonstrate how TRAMS and Sabre have aligned and integrated many of its travel technology products, like ClientBase Online, and marketing programs to work better together, providing end-to-end solutions for travel agencies' management needs.

"Owning your own agency, sometimes it's a hard call on what you need to put your time, energy and money into," said Mix, "But I can tell that working with ClientBase Online is going to save me time – and time is money."

This introduction is part of Sabre's commitment to making unique combinations of tools available to wherever they work so they can enhance their productivity and profitability.

"I'm looking forward to implementing more of the ClientBase features like merging passenger name records and utilizing its integration with TRAMS Marketing Alliance," says Andrews.

ClientBase Online will be made available to current users of TRAMS BackOffice and/or ClientBase Windows when the two separate databases are synchronized later in the year.

-30-

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; 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 TRAMS Marketing Alliance (TMA), a marketing promotions services for leisure travel agencies. Sabre Travel Network also markets TripTailor Vacations, 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>.

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 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 TRAMS Marketing Advantage (TMA).

For more information, please visit www.trams.com or contact TRAMS, Inc. at 310-641-8726 or Marketing@trams.com.