

## **Ariana Afghan Airlines Selects Sabre Airline Solutions**

**Tuesday, May 23<sup>rd</sup>, 2006** - Sabre Airline Solutions has announced that Ariana Afghan Airlines has chosen the SabreSonic Passenger Solutions for its reservations, electronic ticketing and Web site bookings.

The SabreSonic solutions enable Ariana to compete in the global marketplace with a suite of new-generation, high-performance passenger management products. SabreSonic Ticket enables Ariana to reduce costs associated with processing paper tickets, increase revenue and eliminate customer frustration with lost tickets and itinerary changes. SabreSonic Web enables Ariana to efficiently display and sell its products over the Internet and generate additional revenue by offering content from partner airlines as well as car and hotel providers.

"By choosing Sabre's state-of-the-art products, we eliminated the need to build costly systems for electronic ticket distribution, database management and online booking," said **Dr. Nadir Atash**, president of Ariana Afghan Airlines. "These cost-saving measures are important as Ariana begins a new era in its history."

Implementation of the SabreSonic solutions began in January. The implementation marks the first time Ariana passengers have had the ability to make reservations and purchase tickets from a customer-centric system. Further implementation will continue throughout the coming months, offering even more benefits and conveniences to both the airline and its passengers. "Afghanistan, including Ariana Afghan Airlines, is in the midst of rebuilding, and we are pleased that our SabreSonic solutions have the flexibility to address its specific needs now and in the future," said Gianni Marostica, president of Airline Passenger Solutions for Sabre Airline Solutions. "We are proud to be part of this historic and noble effort."