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DALLAS FORT WORTH INTERNATIONAL AIRPORT
PUBLIC AFFAIRS DEPARTMENT
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FOR IMMEDIATE RELEASE
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DFW International Airport And Sabre Travel Studios Join Forces To Bring Travelers Vital Information With TripCase App

Cross-platform smartphone application delivers travel information, retail and restaurant discounts and more to passengers

DFW INTERNATIONAL AIRPORT, TX (Sept. 1, 2009) – DFW International Airport and Sabre Travel Studios have joined forces to place vital travel information in the hands of passengers via their mobile phone with TripCase, a free application available now on the iPhone and BlackBerry platforms.

The TripCase software, developed by Sabre Travel Studios, allows passengers to track airline, hotel and car rental information and receive updates automatically. With the partnership, DFW passengers will also get updates on gate and bag claim changes, as well as retail and restaurant offers within their terminal.

“Now more than ever, we know that value is important to our customers,” said Joe Lopano, executive vice president of Marketing and Terminal Management for DFW. “DFW has partnered with its many retail and dining locations to provide passengers with price-conscious offers via TripCase, which places real value at the fingertips of our customers.”

DFW will be the first airport in the nation to provide information and offers integrated within the TripCase application.

“TripCase simplifies the travel experience by putting all of your itinerary information in one place on your phone,” said John Samuel, senior vice president of Sabre Travel Studios. “Moreover, this DFW International Airport partnership gives passengers access to real-time airport updates, information about shops and restaurants, as well as discount offers from participating concessionaires.”

Nearly 40 percent of all travelers at DFW use either an iPhone or Blackberry, with 54 percent of business travelers using the same smart phones. With this initial foray into smart phone technology underway, DFW will explore new ways for mobile technology to deliver passengers the kind of information they want.

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“Whether you prefer a BlackBerry or iPhone, you are going to have key travel information and great value offers from DFW International Airport thanks to TripCase and the unique partnership with Sabre Travel Studios,” said Lopano.

Sabre launched the BlackBerry version of TripCase last week, and a Windows Mobile version of the application will be available sometime this fall.

The application is a free download accessible on the Internet by visiting www.dfwairport.com/shops or www.tripcase.com.

To celebrate the partnership, DFW is hosting an "Endless Summer" event featuring live tropical music and entertainment throughout the Airport's five terminals today.

About Sabre Travel Studios

Sabre Travel Studios, a Sabre Holdings® company, was formed in late 2006 to explore new business concepts that diversify Sabre revenue streams. Born of Sabre Labs, Travel Studios' team combines research, development, marketing and business design skills within four core areas: Community, data portability, location awareness and "lifestreaming."

Travel Studios' key products include Cubeless (www.cubeless.com), a scalable internal social network platform for organizations of all sizes; AgentStream, an offshoot of Cubeless designed for travel agents (www.agentstream.com); and TripCase (www.tripcase.com), a free smart mobile application to help travelers to stay organized, informed and connected when they travel.

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 www.sabre-holdings.com.

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About DFW International Airport

Located halfway between the cities of Dallas and Fort Worth, Texas, DFW International Airport is the world's third busiest, offering nearly 1,750 flights per day and serving 57 million passengers a year. DFW has been named "Best Airport for Customer Service in North America" by an Airports Council International survey of passengers in 2006 and 2007. DFW International Airport provides non-stop service to 134 domestic and 37 international destinations worldwide. For the latest news, real-time flight information, parking availability or further details regarding the many services provided at DFW International Airport, log on to www.dfwairport.com.

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