

China Eastern Airlines and subsidiary Shanghai Airlines extend multi-year commitment to Travelport's Rich Content & Branding

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Travelport (NYSE:TVPT), a leading Travel Commerce Platform providing distribution, technology, payment and other solutions for the global travel and tourism industry, today announces new multi-year agreements signed with China Eastern Airlines, one of the top three airlines of the People's Republic of China, as well as with its wholly owned subsidiary, Shanghai Airlines, for global distribution, enhanced with its Rich Content and Branding solution.

Rich Content & Branding enables airlines to market and retail their products more effectively by determining how their content is visually presented and described to travel agents. It is designed to allow airlines to use more sophisticated retailing techniques in order to drive sales of core fares as well as ancillary products and optional services such as seats with extra legroom.

Mr. Liu Hao, Deputy Managing Director of Marketing and Sales of China Eastern Airlines said: "China Eastern and Shanghai Airlines fly an international route and compete with the top airlines of the world. We need to differentiate ourselves by communicating our brand defining products in the most distinct and detailed manner to the global network of agencies who distribute our airfares. Rich Content & Branding is a strategic tool that will help us achieve that objective."

Damian Hickey, Vice President, Asia Pacific and Global Sales Strategy, Air Commerce, Travelport, added: "We are delighted that China Eastern Airlines has recognized Travelport's Rich Content & Branding as a key driver of growth for their business. Travelport is redefining travel commerce with such innovative solutions and we will continue to partner with China Eastern Airlines in the effective delivery of their content to Travelport's global network of over 67,000 travel agencies worldwide."