



Hainan Airlines and Travelport sign new merchandising agreement

Hainan, China
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Travelport, a travel commerce marketplace providing distribution, technology, payment and other solutions for the \$7 trillion global travel and tourism industry, today announces Hainan Airlines as the latest carrier to sign up for Travelport's Rich Content and Branding merchandising technology – a key component of the Travelport Merchandising Platform.

When launched later in the year, Travelport Rich Content and Branding will enable airlines to have control of how their flights and ancillaries are visually presented and described on travel agency screens, providing Travelport-connected agents an enhanced branding experience more in line with the airline's own website.

Mr. Hu Yi, General Manger, Sales & Marketing, Hainan Airlines, says, "We are impressed with the way Travelport's rich content and branding technology is able to help us differentiate our quality products and offerings as well as streamline the entire brand within the GDS, making it an easy decision for us to sign up."

Damian Hickey, Travelport's Vice President of Global Distribution Sales & Services, Asia-Pacific, says, "Hainan Airlines is well known for its innovation and superior customer service and I am honored that Hainan Airlines has signed up to participate in Rich Content and Branding. This highly progressive solution has gained much interest from the airline community and we look forward to its official launch and implementation in the coming months."

Founded in 1993, Hainan Airlines is one of the leading Chinese carriers offering both domestic and international services to more than 90 cities.