

EB2 partners with Gulf Air

London, United Kingdom, Monday 17th December 2007: EB2 is delighted to announce a long term partner agreement with Gulf Air to supply of IBE solutions and integration services for its various target audiences, including business and leisure travellers.

““After carefully evaluating different vendors, we are pleased to engage EB2 International to develop the new booking engine for us. We are very happy to work with EB2 as they have extensive experience in IBE development”, commented Lars Denlew, Head of Distribution and E-commerce.

“We are extremely keen to be working with Gulf Air who has demonstrated a significant appetite to accelerate online distribution whilst capitalising on the advanced capability of the EB2 QuickTRIP system. The Gulf Air deployment will be using EB2’s next generation platform built using leading edge java technologies, which we’re confident will exceed the expectations of Gulf Air”, commented Keith Hyams, General Manager (EMEA & USAC), EB2.

ABOUT EB2

EB2 International (EB2) is a specialist provider of end-to-end e-Commerce Solutions and Services including Internet Booking Systems exclusively to the Airline Industry. EB2 specialises in Airline Online Retailing enabled through its Self Service Shopping Strategy: www.EB2.com

ABOUT GULF AIR

Founded in 1950, Gulf Air, owned by the Kingdom of Bahrain is the only truly Pan Gulf carrier in the Middle East region. The regional, geographic and cultural values that the airline has embraced over more than half a century are still central to defining its brand and service ethos.

Today the airline’s network stretches from Europe to Asia and covers 40 cities in 26 countries. The fleet comprises 28 aircraft and has the distinct advantage of possessing the strongest network across the Middle East.

A new strategy to create a platform for sustained commercial operation has been put in place as part of a two-phased turnaround programme announced in April 2007 by the airline’s new management.

Gulf Air’s onboard service caters high quality products and services, including the innovative, unique and award winning Sky Chefs and Sky Nannies.

CONTACT

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