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ClientBase Marketing Services earns Silver Magellan award from *Travel Weekly*

Creative multi-channel marketing campaign proves successful

Southlake, TX – Sept. 25, 2008 – *Travel Weekly* recognized [ClientBase Marketing Services](#) (CBMS), formally known as TRAMS Marketing Alliance (TMA), with a Silver Magellan Award for the multi-channel marketing campaign, *Romantic Escapes*.

The winning campaign included direct mail and email components as well as an agent-only [website](#) and consumer microsites. The campaign theme was conveyed through a romance novel featuring a collection of short stories, in which readers were treated to engaging narratives of couples on vacation and learned about specific travel experiences from several suppliers.

Carrying the theme of the campaign, direct mail and emails were all branded on behalf of CBMS' travel affiliate partners. The importance of using a travel professional was prevalent throughout the campaign.

"This year's Magellan Award Winners represent the best in travel from design to marketing to services," noted Arnie Weissmann, editor-in-chief of [Travel Weekly](#). He added, "On behalf of *Travel Weekly*, we're proud to honor this year's winners and are excited to recognize those at the forefront of the travel industry."

ClientBase Marketing Services offers a turn-key, targeted marketing program to over 1,000 active travel affiliates. Utilizing proprietary technology, CBMS' programs focus on client relationship management (CRM) for integrated promotions. Each affiliate agency in the CBMS program is guided by a marketing professional who provides database optimization advice, assists in selection of primary suppliers, arranges automated targeted promotion distribution, and provides marketing assistance for each campaign. CBMS is available to any agent, agency or independent contractor.

"CBMS has unique competitive advantages and our relationships with suppliers, agencies and consortia are growing," said Sabre Vice President of Leisure Lee Rosen, "CBMS offers Sabre the opportunity to strongly integrate with agencies' systems and increase usage of key Sabre solutions."

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About Sabre Travel Network

Sabre Travel Network, a Sabre Holdings company, provides the most comprehensive end-to-end solutions for corporate and leisure travel. The Sabre GDS is the foundation for these solutions, providing a ready-built efficient marketplace that connects travel suppliers, including hundreds of airlines and thousands of hotels, with more than 55,000 travel agency locations. Currently, Sabre collectively handles over 70 percent of the BTN 100 bookings.

Key brands of Sabre Travel Network include GetThere, for corporate travel reservation technology; Nexion, a host agency; SynXis, for hotel reservation management, distribution and technology services; E-site marketing, specializing in online business solutions exclusively for the hospitality industry; TRAMS, mid- and back-office solutions and marketing services for travel agencies; and ClientBase Marketing Services (CBMS), a marketing promotions services for leisure travel agencies. Sabre Travel Network also markets TripTailor Vacations, a travel wholesaler providing dynamic packaging for the travel agency marketplace.

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 <http://www.sabre-holdings.com>.