



Datalex selected as strategic technology partner to Swiss International Air Lines

Dublin, 19 February 2015: Datalex plc (ISE: DLE) today announces it is to deliver industry leading product and pricing innovation to strategic technology partner Swiss International Air Lines.

Patrick Graf, Senior Director, Head of Revenue Management Business Solutions at Swiss International Air Lines, said:

“We confirm the selection of Datalex as a technology partner. Our pricing and revenue management teams will work with Datalex to enhance product optimisation and pricing capabilities which deliver more dynamic and tailored offers to our customers across all distribution channels.”

Dominic Clarke, SVP Global Sales, Datalex added:

“Swiss International Air Lines are widely recognised for their thought leadership and innovation. Datalex is delighted to be chosen as a strategic technology partner and we look forward to delivering a new generation of dynamic pricing capabilities which will contribute to the ideal retail experience for the Swiss International Air Lines customer.”

ENDS

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About Datalex

Datalex software and services enable a digital marketplace of over one billion shoppers covering every corner of the globe, driven by some of the world’s most innovative airline retail brands. Voted the ‘World’s Leading Travel Merchandising Solution Provider’ at the 2013 World Travel Awards, Datalex is a leading provider of ecommerce and retail software solutions to many of the world’s largest and most profitable airline retailers, present in every market and on every continent. Its customers include Aer Lingus, Air China, Air Transat, Brussels Airlines, Delta Air Lines, Frontier Airlines, HP Enterprise Services, JetBlue, SITA, Virgin Atlantic, Virgin Australia, and WestJet. Founded in 1985, the company is headquartered in Dublin, Ireland, and maintains offices across Europe, USA and China. Datalex is a publicly listed company and trades on the Irish Stock Exchange (ISE: DLE).