



Datalex deliver digital commerce innovation to West Air in China.

Dublin, 19 March, 2015 - Following the opening of Datalex offices in Beijing, China, Datalex announces their second airline customer in China. West Air is a leading low cost carrier (LCC), which operates from Chongqing in the People's Republic of China. West Air's parent company Hainan Airlines Company Limited is the largest privately owned air transport company and the fourth largest airline in terms of fleet size in the People's Republic of China.

Andrew He, General Manager, Information Management Department, West Air said: "We are pleased to announce a successful go-live of the Datalex Commerce Platform at West Air".

Dominic Clarke, SVP Global Sales, Datalex added: "We are proud to partner with such a progressive and innovative airline as West Air. The Datalex Commerce Platform now serves the digital shopping needs of West Air's scheduled passenger network across 18 domestic destinations."

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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 2014 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).