



## **Datalex selected as Ecommerce Partner for Brussels Airlines**

**Dublin, Ireland – 31 March, 2014** – Datalex plc (ISE: DLE) announces today that its Travel Distribution Platform ('TDP') has been selected by European carrier, Brussels Airlines. Brussels Airlines plans to go live on the platform this year, and becomes the second major customer win announced by Datalex in 2014.

The platform will support online processes for all ticket sales and ancillary products, and allow for personalisation of offers to customers.

**Xavier Lagardere**, VP Online Retail and Distribution at Brussels Airlines said:

"As a key component in our digital and retailing strategy, Brussels Airlines has selected the Datalex TDP Platform to power our future Internet retail website, which we plan to launch later this year. We will leverage the flexibility of this platform to deliver enhanced service, transparent choice and value to our guests online."

**Aidan Brogan**, Chief Executive Officer, Datalex said:

"This deal is another example of Datalex successfully executing on our market strategy. It will help support the ambitious growth plan we announced last week when reporting a strong set of results for 2013. We look forward to a successful partnership with Brussels Airlines which will provide increased value and service to guests online and grow brusselsairlines.com market share."

Brussels Airlines operates a fleet of 43 aircraft from its base in Brussels Airport, connecting the capital of Europe to more than 60 premium European and African and US airports. Brussels Airlines is part of the Lufthansa Group and the global Star Alliance Network. HP Enterprise Services are also a provider to Brussels Airlines. This project will deliver an integrated HP and Datalex solution.

**ENDS**

### **About Datalex**

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 the travel industry. Its customers use Datalex TDP to maximise value from their complete retail brand experience. Datalex is technology partner to some of the world's largest and most profitable travel retailers. Its customers include Delta Air Lines, JetBlue, Frontier Airlines, WestJet, Air China, Virgin Atlantic, Virgin Australia, HP Enterprise Services, SITA and Aer Lingus.

Founded in 1985, the company is headquartered in Dublin, Ireland, and maintains offices across Europe and the USA. Datalex is a publicly listed company and trades on the Irish Stock Exchange (ISE:DLE).

### **About Brussels Airlines**

Brussels Airlines is the Belgian airline group that offers the widest choice of flights to and from its base at Brussels Airport. A fleet of 43 aircraft and about 3500 employees from the Brussels Airlines group are assuring some 300 punctual flights daily, connecting the capital of Europe to more than 60 premium European and African and US airports. Brussels Airlines is part of the Lufthansa Group and the global Star Alliance Network.

*This press release contains certain forward-looking statements. Actual results may differ materially from those projected or implied in such forward-looking statements. Such forward-looking information involves risks and uncertainties that could significantly affect expected results.*

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