



## Datalex IBM Collaboration

**Dublin, Ireland – 18 May 2016 – Datalex plc (ISE: DLE)** a leading provider of digital commerce and retail solutions to the travel industry, and IBM have announced an agreement to collaborate in the development and delivery of joint travel retail solutions in digital commerce, cognitive computing, analytics, data and cloud services. This collaboration will leverage the Datalex Digital Commerce Platform and IBM Watson, Analytics and Cloud Services.

### About Datalex

Datalex is a market leader in digital commerce for travel retailers. The Datalex Digital Commerce Platform enables a travel marketplace of over one billion shoppers covering every corner of the globe, driven by some of the world's most innovative airline retail brands. Its customers include Aer Lingus, Air China, Air Malta, Air Transat, Beibu Gulf Air, Brussels Airlines, Copa Airlines, Delta Air Lines, Edelweiss, HP Enterprise Services, JetBlue Airways, Philippine Airlines, SITA, STA Travel, Swiss International Air Lines, Virgin Atlantic, Virgin Australia, West Air, and WestJet. The company is headquartered in Dublin, Ireland, and maintains offices across Europe, USA and China. Datalex is a publicly listed company and is listed on the Irish Stock Exchange (ISE: DLE). Learn more at [datalex.com](http://datalex.com) or follow on Twitter@Datalex.

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