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**Press release**  
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## SAS creates change in travel distribution dynamics

SAS and Sabre Travel Network today have agreed that SAS will continue to distribute its comprehensive and complete content to Sabre's Global Distribution System (GDS). The agreement is a result of several months' negotiations and allows SAS to obtain lower distribution costs.

"We endeavour to give the market full access to SAS' products through the Global Distribution Systems, but while doing so we need to seek new means to reduce our distribution costs to a competitive level," says Robin Kamark, SVP Airline Commercial in SAS.

"The agreement with Sabre Travel Network is a step in the right direction " he adds.

SAS is changing its current full content strategy as of October 1<sup>st</sup>, 2005 across the board in order to introduce change in the business model. SAS continues negotiations with other GDSs and looks forward to reaching final agreements before long.

### **For further information, please contact**

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