

## IXeo Press Release

### **Orient Express chooses IXeo booking engine to add Dynamic Packaging to its website**

**Zurich, Switzerland - March 07, 2006 -** IXeo Interactive Travel SA, the global gateway for tourism & hospitality, today announced that it has been chosen by Orient Express Hotels, Trains and Cruises, the hotel and leisure company for luxury travel experiences, to empower the company's existing website with Dynamic Packaging capabilities. The IX-e booking engine will add flights and local services, such as transfers and special events, to complement each hotel's accommodation and broaden the product offering. IXeo's unique filtering technology, the IX-concierge, enables hotels to offer services relevant to their guests travel motive and lifestyle in a completely flexible itinerary planner. IXeo will also handle the fulfilment, licenses including voucher issuing and cash management for all non-accommodation related services.

The new booking engine is currently available for the Hotel Ritz in Madrid, Reid's Palace in Madeira and the Grand Hotel Europa in St Petersburg. The IX-e travel gateway will now be rolled out to Orient Express hotels worldwide.

The IXeo global tourism gateway is developed in partnership with zts tourism solutions, the leading German based technology specialist.

'We are delighted to be selected as the dynamic packaging partner for Orient Express, such a well-known and highly reputable brand. Their discerning requirements and our new partnership clearly demonstrates that IXeo is a leader in the field of dynamic travel and tailored brand requirements across the hospitality industry' says Graham S. Leslie, President and CEO of IXeo.



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Brian Tickle, Director of e-commerce for Orient Express states: ‘Dynamic Packaging is a key business strategy for Orient Express. While direct business through our website is still a small part of our business compared with that which comes from our travel industry partners, we must be available to our customers through whichever channels they choose. Our discerning clientele increasingly seeks a one-stop intelligent shopping solution for all of their travel requirements. We are impressed with IXeo’s vision and capability in this regard and believe we have found the perfect partner.’

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For further information about IXeo, please refer to our websites:  
For consumers: [www.ixeo.com](http://www.ixeo.com)  
For hotels: [www.ix-hotel.com](http://www.ix-hotel.com)  
For travel agents: [www.ix-agent.com](http://www.ix-agent.com)

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For further information or to be added to our press distribution list, please contact us by  
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### **About IXeo**

IXeo Interactive Travel SA is a registered corporation with head offices in Kuesnacht-Zurich, Switzerland. The IXEO mission is to provide the travel market with an intelligent booking platform and the largest live tourism content in the world comprising; hotels, resorts, lodges, camps, transport and ground suppliers, online ticketing for special events and ground services. IXEO is the only company providing a complete gateway integrating both the hospitality and travel industry.  
'IXEO' and 'IX' are registered trademarks of ICON.NET SA.

### **About Orient Express**

Orient-Express Hotels, Trains and Cruises ([www.orient-express.com](http://www.orient-express.com)) is a hotel and leisure company providing luxury travel experiences for discerning travellers in areas of outstanding cultural, historic or recreational interest. Founded in 1976 when the company acquired Hotel Cipriani in Venice, Orient-Express owns or has investments in 50 businesses: 39 highly individual hotels, three restaurants, six tourist trains and two river cruise operations, operating in 25 countries worldwide. The company believes that discerning travellers will choose a famous individual property in preference to a chain brand, so none



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of its businesses is called Orient-Express except the fabled Venice Simplon-Orient-Express luxury train which operates through Europe, linking London, Paris and Venice. Orient-Express chooses to own or part-own its businesses, believing equity returns are greater than management fee income alone and continues to seek out unique properties with expansion potential and introduce new experiences, restoring romance, glamour and style to international travel.

**About zts**

Zartmann Touristic Systems is a European leader in IT solutions and fulfillment services. ZTS has been developing for more than 20 years customized and standard solutions for the travel industry, including GDS connectivity for tour operators and suppliers.