

New technology for distribution to debut at ITB 2010.

All AERticket connected agencies able to use LUTE Technologies platform

B2B and B2C users in Germany now in production

Only 14 months after start of development, LUTE Technologies AG for the first time presents its full product portfolio for modern multi-content based travel distribution at ITB 2010. One of the strengths of the company are direct connects to several airlines around the world. Further top airlines will soon become bookable with direct connect via the LUTE system. For use of this technology LUTE is partnering with US company Farelogix. LUTE will distribute its solutions to leisure and corporate travel outlets.

Solutions from LUTE will bring a new age to leisure and corporate travel distribution. Travel agency organizations, wholesalers and portals can now book tickets of all airlines out of different sources in a common environment with the solutions from LUTE. With LUTE there is a reduced need for expensive internal systems switching between various data sources. The advantage for distributors: the LUTE platform allows the supplier and the distributor to determine their own unique commercial arrangement, in a common and familiar manner. As LUTE is not dependent on any individual GDS or technology – the partners can align their technology with their commercial relationship.

AT ITB this year, LUTE is rolling out Version 2.0 of its low cost distribution technology platform. With this release the company provides multi-source solutions including pure XML as well as a standard GUI and dedicated frontend LUTE CommandPRO for booking and ticketing of flights in different reservation systems. First customer of this solution is AERticket, which has been quietly booking thousands of tickets since its first launch in February 2009. The product is

now available on the AERTicket Extranet for all customers and partners. It is also in production for AERTicket supported B2C Websites.

For the past year LUTE has provided access to several important carriers in Germany. LUTE is the first technology solutions provider (TSP) to offer an infrastructure of direct connects to major airlines around the globe. Via the LUTE platform, tour operators, consolidators and travel agencies can not only issue full BSP tickets but at the same time have access to high quality airline content and functionality including the ability to provide access to airline's special products such as ancillary services like premium seats and baggage fees.

Commenting, launch customer AERTicket's CIO Uwe Zobel said "The importance of getting full content, services and availabilities from our airline partners in a multi-source environment and in a common display has been a driving force for us to support this project. We have already seen that Airlines and Airline Alliances such as the four carrier Atlantic Alliance Plus products are changing the game. "He added "AERTicket wants to be at the forefront of product innovation and of course we want to provide best products to our customers in B2C and B2B markets irrespective of geography."

LUTE is also launching a dedicated developer program at ITB 2010. In Announcing the program, LUTE's CTO - Timothy O'Neil-Dunne said, "We have three companies already connected and in production: Maxviva AG in Aschaffenburg with its internet portals, Ypsilon AG (B2C Internet Portals) and SoftConEx of Berlin for Mid and Backoffice Services." Currently in development are such European technology providers as Partners Software. "More companies have signed up for our developer access and we will be announcing them as they become certified, Non-Air services such as Hotels and external content will be provided by partners such as Anixe, BeDynamic and many others" the CTO added.

*LUTE is now able to offer services in the following BSP markets: Germany, United Kingdom, Spain, Australia and India. The USA market is available using our ability to issue ARC tickets. Further markets will be made available with more than 30 BSPs currently in development or certification. Carrier direct ticketing is also supported for airlines around the world. Platform tickets have been issued in more

*Ticketing is provided under authority of F1- Farelogix.

than 50 markets worldwide. LUTE is localized for any market. It is currently available in languages as diverse as Chinese and Portuguese in addition to the more popular common languages.

LUTE provides cloud based technology access to different supply systems from airlines, hotels and other travel products. From our background in distribution technologies, the LUTE Team has designed an openGDS infrastructure that allows suppliers and distributors to determine their own preferred path for commercial partnership. LUTE provides the technology pathway between strong partners.

The LUTE Open Office Platform family of products is available for immediate implementation. LUTE will be available in Hall 6.1. Stand 126, at ITB in Berlin.

LUTE Technologies AG based in Zug (Switzerland) is a technology and service provider for the travel industry. Core of the product portfolio are systems to display and distribute multi content solutions. The product family will not only include a frontend solution but also a netfare database as well as direct access to several leading airlines. Shareholders of LUTE are Intro Aviation, an investment and consulting company with year long experience in the airline industry and two private investors, Thebes Holding and Brandes Capital. Partners of LUTE are technology provider and supplier, among them the US company Farelogix. Farelogix has several direct connects to the systems of travel suppliers like airlines. Further information on LUTE Technologies at www.lute-tec.com.

Press Contact

Karsten Luechow

Luechow Medien & Kommunikation

Schleusenredder 1 - D-22397 Hamburg

Tel. +49-40-611 683-90

luechow@aol.com

Company Contact

Timothy O'Neil-Dunne

LUTE Technologies AG

Neugasse 1 - CH-6301 Zug

Tel. +49-1577-308-1757

timothyo@lute-tec.com