



## **SITA and Datalex Partner to Enable Merchandizing for SITA Airline Customers**

May 2011 - Already in production with 55 airlines worldwide, SITA and Datalex have partnered to enable implementation of IATA resolution 302 for SITA's airline customers. Leveraging the Datalex TDP merchandizing services, SITA delivered an agile and scalable solution for the automation of baggage rules and centralizing of data through ATPCO. Both providers were the first to comply with the IATA industry deadline of April 1st. SITA and Datalex continue to combine new shopping and merchandizing features for optional services to SITA airline customers.

### **About Datalex:**

Datalex is a leading provider of travel distribution software and solutions that enable innovative multi-channel distribution strategies of global airline suppliers and travel distributors. Headquartered in Dublin, Ireland, the company maintains offices in Europe, Asia Pacific and USA. Datalex is a publicly held company traded on the Irish Stock Exchange (symbol: DLE). Visit: [www.datalex.com](http://www.datalex.com).

### **About SITA:**

SITA is the world's leading specialist in air transport communications and IT solutions. SITA delivers and manages business solutions for airline, airport, GDS, government and other customers over the world's most extensive network, which forms the communications backbone of the global air transport industry.

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