

SONATA



SONATA SOFTWARE LIMITED

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<http://www.sonata-software.com>



May 5, 2010

The Listing Manager
Bombay Stock Exchange Ltd
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001.

Dear Sir/Madam,

Sub : Press Release

We are announcing today that we have introduced an array of domain and software solutions for the U.S. Travel, Tourism and Hospitality industry at the TRAVDEX travel technology trade show in Atlanta.

A copy of the press release is enclosed for your reference.

Kindly take the same on record.

Thanking you,

Very truly yours,

For **SONATA SOFTWARE LIMITED**

PRAVEEN KUMAR D
COMPANY SECRETARY

Cc to : The National Stock Exchange Ltd - Mumbai
Bangalore Stock Exchange Ltd - Bangalore



SONATA SOFTWARE

**Sonata Software Leverages International Experience for
U.S. Travel, Tourism and Hospitality Industry**

- Introduces Software Solutions and Services at TRAVDEX -

Bangalore / Atlanta, May 5, 2010 – Leading Indian software solutions company, Sonata Software (www.sonata-software.com), today introduced an array of domain and software solutions for the U.S. Travel, Tourism and Hospitality industry at the TRAVDEX travel technology trade show in Atlanta. The company leverages its worldwide travel industry experience and knowledge with off-shore consulting services to offer world-class solutions that enable travel related businesses to generate revenue, lower costs and increase security.

Sonata's strategic joint venture with TUI InfoTec, the IT arm of Europe's travel major TUI Travel Plc, has significantly enhanced its domain expertise and solutions portfolio for the segment. Sonata offers world-class experience and expertise to travel industry leaders throughout Asia, Europe, the Middle East and now the United States. This investment has provided intellectual property which serves as the foundation of much of Sonata's solution offerings and positions the company as a strong industry competitor.

"As the international travel market continues to revitalize, businesses will be looking to increase service at a greater value through intelligent software solutions. Sonata's proven system integration capabilities along with proactive investments towards acquiring domain competencies with industry experts and a solution accelerator led approach, enables us to consistently provide high quality services to customers within budgets and timelines," says Mahesh Shastry, Head - Travel, Transportation & Logistics Business, & the Middle East, Sonata Software.

Spearheaded by a dedicated team of domain and technology experts with deep industry knowledge and experience, Sonata is committed to continued investment, research and growth specifically in the travel, tourism and hospitality industry with a focus on developing ready-made solutions for the industry.

Sonata provides innovative solution accelerators and a full spectrum of application and infrastructure services across airline functions from crew management to yield management systems, flight management, operations and more.

Sonata's *Sonnet4Airlines* is a Microsoft based secure shared online environment for collaboration and execution of business processes that provides airlines with a platform to meet the needs of effective communication, efficient information management and streamlining business processes.

To help airlines achieve compliance with PCI DSS standards Sonata has introduced *SonnetPCI*. This will enable airline companies to save up to 50% of PCI compliance costs.

Sonata has also come up with an airline pricing management solution "ARMOR" which will allow airlines to respond more quickly to the dynamic market needs.

SonnetTravel is Sonata's high performance, scalable, modular, ecommerce engine and distribution platform supporting advanced business to business and business to consumer features for the travel intermediaries. *SonnetTravel* is the software of choice for more than 6,000 travel agencies across Europe with more than 30,000 users. To help hotels gain international exposure online Sonata has introduced a Hotel Selling Platform (HSP) that will facilitate e-commerce for mid-size hotels and aggregators.



For further information, please contact:

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