

# Corporate Travel Alliance and WIN to launch exclusive partnership.

**Customers to benefit from Consistently High Level of Service, Expansive Network & Greater Cost Savings**

**Partners to benefit from Enhanced Network Exposure, Improved Commercial Terms & Better Competitive Edge as a part of two strong groupings**

**Stakeholders to benefit from Synergies & Sustainable Long-Term Value**

Singapore, 12 January 2012 – Asia premier Travel Network Corporate Travel Alliance and Worldwide Independent Travel Network (WIN) today announced a new partnership with focus on mutual benefits and greater reach for its' clients.

The launch of the partnership comes at an opportune moment, as two of the finest independent travel management companies' networks tap on Asia's growth in travel as well as to further strengthen their market share in other parts of the globe.

Networks distinguish itself from others with their long standing partnerships with travel providers and culturally attuned services.

The partnership will enable WIN and CTA to improve market share, sustain long-term value for both, customer and stakeholders by extending customer services and resources and to leverage on each others strengths in the respective regions.

These will include:

Improved commercial terms. Advanced travel technology, sharing and account acquisition via regional and local tenders and RFP's between CTA and WIN

Hands held business travel experience and special fares for client

Maximum value from savings on fares and hotel expenses



Mr. Benjamin Christen, Director Partner Relations at CTA, said' "With this partnership, we herald a new era of collaboration between two and like-minded strong groupings covering a great part of the globe and giving our clients a multitude of benefits. Knowing and respecting our organizations, we are confident that we can successfully cooperate in a challenging market environment and at the same time create value. It is a win-win situation for all of us."

Joint activities are planned to help position the partnership as value for existing and potential clients.

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