



ARC and American Airlines Developing Sweeping Duplicate Booking Identification Tool

Arlington, VA – Nov. 18, 2009 - ARC and American Airlines are developing a revolutionary revenue recovery tool that tackles costly inventory spoilage resulting from duplicate bookings. The tool captures the advantages of an ARC-carrier partnership solution and is uniquely able to address duplicate bookings across multiple channels such as carrier-direct and agent bookings in addition to which it also looks at other carrier bookings.

“With the constant pressure to address costs and improve yields, there are few things more senseless than empty seats,” says Rick Elieson, AA’s Managing Director, Revenue Management. “Whether the result of booking error, or conscious manipulation, the ARC duplicate booking identification tool will help AA address a situation that costs our airline huge sums of money and aggravates carriers across the industry,” adds Elieson.

Having worked together with AA since February 2009, ARC is now ready to bring additional carriers onboard in the development process in order to expand the service which is hoped will soon be of industry-wide benefit. Carriers interested in learning more are asked to contact their ARC Business Development Manager.

About ARC - ARC is a technology solutions company providing transaction settlement and data information services.

Airlines, travel agencies, corporate travel departments, railroads, and other travel suppliers process up to \$80 billion annually through ARC’s world-class settlement system, making it the financial backbone of travel distribution. ARC COMPASS®, the leading, trusted source for travel transaction information, powers data and analytical tools that help ARC customers make confident business decisions. For more information, please visit www.arccorp.com.

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