



APG GLOBAL ASSOCIATES HOSTED SUCCESSFUL

1ST ANNUAL APG –GA WORLD CONNECT CONFERENCE

KEMPINSKI HOTEL - DEAD SEA RESORT - AMMAN, JORDAN

APG Global Associates (APG-GA) successfully hosted the 1st Annual APG-GA World Connect Conference at the Kempinski Ishtar Hotel, Dead Sea Resort near Amman, Jordan October 29th to 31st, 2009.

Jean Louis Baroux, President and CEO of the APG-GA said, “We are proud to have welcomed 162 of our airline clients and network members from 43 countries to Jordan. 46 contracts for various APG-GA products were announced at the conference, with more to follow.

James W. Foster, APG- GA COO noted “In this difficult economic period, we invited, at our expense, the “movers and shakers” of our customer portfolio to a three day conference to discuss how to grow their incremental global business on a “success” basis – increasing sales in markets that are currently lying fallow and not working for them. We explained how successful airlines use a mix of Interline, BSP/ARC and direct Web Sales Channels to optimize revenues - and demonstrated how our “World Program” elements can energize their revenues in each. 78 delegates from 43 APG GA member countries from all over the world attended this important forum to meet with our clients.

Under contract to both IATA and ARC, the APG Global Associates offer to all scheduled airlines (legacy or LCC, IATA members or not) the APG-GA “World Program” - a suite of standardized distribution and financial service tools encompassing sales and marketing representation (APG GSSA); variable cost access to BSPs (APG IBCS and IWCS) and ARC (APG AACP) in the United States; interline electronic ticketing (APG IET); negotiated fare filing services (APG ATPCO FFS) and ticket audit/reporting (APG Air Connect).

Mr. Baroux added, “Our APG-GA “World Program”, uniformly applied in 83 offices in 115 countries, is a holistic approach to outsourced airline distribution and financial management, from “A to Z”, geared to helping airlines extract the last incremental dollar from both small/seasonal “Online” markets and “Offline” markets of all geographical sizes, in all parts of the world.”