

MASSIVEGOOD®

FOR IMMEDIATE RELEASE

Global Travel & Tourism Industry unite to do MASSIVEGOOD

Innovative travel-related fundraising initiative will help finance health care for the world's poor

NEW YORK – September 23, 2009 – Leading representatives of the global travel and tourism industry joined today, for the first time ever, to declare their support for a new ambitious global health initiative, MASSIVEGOOD. The project was created by the Millennium Foundation for Innovative Finance for Health and will allow travelers to give a voluntary 'micro-contribution' every time they purchase travel services which will go towards fighting HIV/AIDS, malaria and tuberculosis in developing countries. The initiative has the potential to raise up to \$1 billion in additional funding for global health during its first four years of operation.

"We pledge, by supporting this initiative, to encourage our industry to help raise funds to treat the sick in the poorest of our world's countries," affirms the declaration signed by major travel industry representatives.

The announcement was made on the first day of the UN General Assembly during a meeting of the Task Force for Innovative Finance for Health, spearheaded by UK Prime Minister Gordon Brown and World Bank President Robert Zoellick.

Jean-Claude Baumgarten, president and CEO of the World Travel & Tourism Council, representing the industry at the announcement, stated: "As the leaders of an industry that is central to the global economy, generating almost one out of every ten dollars spent in the world and employing 220 million workers, we recognize this responsibility."

Leading representatives of the global travel and tourism industry joined in signing a declaration of principles committing their support to the Millennium Foundation and the launch of MASSIVEGOOD. Signatories included the World Travel & Tourism Council; Amadeus, Sabre and Travelport, which represent the leading Global Distribution Systems (GDS) managing the world's airline reservation networks; leading online travel agent Opodo; American Express Business Travel and Carlson Wagonlit Travel, as travel management supporters, Voyageurs du Monde as a leisure travel agent supporter, and Mondial Assistance, as Call Center partner, and the Global Business Coalition on HIV/Aids, Tuberculosis and Malaria.

The initiative, baptized today as MASSIVEGOOD, will seek to raise additional needed funding for the fight against HIV/AIDS, tuberculosis and malaria, through a WHO-hosted organization, UNITAID.

"The biggest crisis the world is facing is the glaring inequalities in access to health care between the rich and the poor," Dr. Philippe Douste-Blazy, Chairman of the Millennium Foundation, United Nations Under-Secretary and Special Advisor for Innovative Finance for Development, stated. "The Millennium Foundation has been privileged to have such supportive and active partners in this endeavor, without which the project could never have

MILLENNIUM
FOUNDATION
INNOVATIVE FINANCE FOR HEALTH

Route de l'Aéroport 31 • PO Box 526 • 1215 Geneva 15 • Switzerland
www.millennium-foundation.org

MASSIVEGOOD®

had such overwhelming success,” added Dr. Bernard Salomé, the Foundation’s Managing Director.

The technology solution for MASSIVEGOOD was developed by Amadeus and can be integrated into all GDS systems and embedded in the regular booking system for airline tickets and other travel reservations. As a result, MASSIVEGOOD will make it easy for everyone who travels to make a small (\$2) micro-contribution through a simple click each time they book their reservation, whether online or through an agent.

This is the first major fundraising initiative launched by the Millennium Foundation, whose mission is to mobilize new sources of innovative funding to achieve the three health-related Millennium Development Goals agreed to by the United Nations in 2000: to treat and fight life-threatening diseases, including HIV/AIDS, malaria and tuberculosis; to reduce childhood mortality; and to improve maternal health.

KEY FACTS:

- Malaria kills 1 child every 30 seconds - \$2 can treat 2 children against malaria.
- Tuberculosis kills 1 person every 15 seconds - \$24 can cure 1 adult of TB.
- HIV/AIDS kills 1 person every 13 seconds – €40 can treat 1 children for a year.
- Every 3 seconds, a child under the age of 5 dies in low-income countries.
- Every minute, a woman dies in pregnancy or childbirth.
- The travel and tourism industry’s different sectors (air, hotel, car rental and train) together account for 9.4% of the world’s GDP (about \$5,800 billion) and 8% of global employment (220 million jobs worldwide).

About Millennium Foundation

The Millennium Foundation for Innovative Finance for Health ("Millennium Foundation") is a Swiss not-for-profit organization created in 2008 whose mission is to create a sustainable source of needed additional funding to achieve the three health-related Millennium Development Goals agreed to by the United Nations in 2000: to treat and fight life-threatening diseases, including HIV/AIDS, malaria and tuberculosis; to reduce childhood mortality; and to improve maternal health. To achieve its mission, the Millennium Foundation aims to inspire and empower citizens to join a global movement of solidarity dedicated to reducing the glaring inequalities in access to health care between the rich and poor. The initial focus is the creation of MASSIVEGOOD, an innovative fundraising solution that makes it easy for all those who travel to make micro-contributions aimed at saving lives by fighting life-threatening diseases among the world’s most vulnerable populations. For additional information, visit www.millennium-foundation.org.

About Amadeus

Amadeus is the chosen technology partner for providers, sellers, and buyers of travel. The company provides distribution, IT and point-of-sale solutions to help its customers adapt, grow and succeed in the fast changing travel industry. Customer groups include travel providers (airlines, hotels, car rental companies, railway companies, ferry lines, cruise lines, insurance companies and tour operators), travel sellers (travel agencies) and travel buyers





(corporations and travellers). Solutions are grouped in four solution categories – Distribution & Content, Sales & e-Commerce, Business Management and Services & Consulting.

Amadeus has central sites in Madrid (corporate headquarters & marketing), Nice (development) and Erding (Operations – data processing centre) and regional offices in Miami, Buenos Aires and Bangkok. At market level, Amadeus maintains customer operations in 71 local Amadeus Commercial Organisations covering 219 markets.

The company is majority owned by WAM Acquisition, whose shareholders are BC Partners, Cinven, Air France, Iberia and Lufthansa. Amadeus employs over 8,600 employees worldwide, representing 105 nationalities. More information is available at: www.amadeus.com.

About American Express Business Travel

American Express Business Travel (www.americanexpress.com/businesstravel), a division of American Express Company, is committed to helping its clients maximize the greatest return on their travel investment through increased cost savings, world-class customer service and greater spending control. Ranging from small businesses to multinational corporations, American Express Business Travel provides a combination of industry-leading technology, travel management consulting, strategic sourcing and supplier negotiation support, alongside global customer service available online and offline. The Company also provides a dynamic online community (www.businesstravelconneXion.com) harnessing the collective intelligence of those in the business travel industry offering a variety of perspectives, best practices, current research and industry news.

American Express operates one of the world's largest travel agency networks with locations in over 140 countries worldwide. Total travel sales volume in 2008 was \$29.1 billion, including proprietary volume, volume processed through joint ventures, and American Express branded volume processed through its partner network.

American Express Company (www.americanexpress.com) is a leading global payments, network and travel company founded in 1850.

About Carlson Wagonlit Travel

Carlson Wagonlit Travel (CWT) is a global leader specializing in business travel management. Present in more than 150 countries, CWT serves companies of all sizes, as well as government institutions and non-governmental organizations. By leveraging both the expertise of its people and leading-edge technology, CWT helps clients derive the greatest value from their travel program in terms of savings, service, security and sustainability. The company is also committed to providing best-in-class service and assistance to travelers. CWT services and solutions comprise four lines of business: Traveler & Transaction Services, Program Optimization, Safety & Security, and Meetings & Events. In 2008, sales volume for wholly owned operations and joint ventures totaled US\$27.8 billion. For more information, please visit www.carlsonwagonlit.com.

Global Business Coalition on HIV/AIDS, TB and Malaria

The Global Business Coalition on HIV/AIDS, Tuberculosis and Malaria is a coalition of more than 220 companies united to keep the fight against these epidemics a global priority. The Coalition provides tailored support so that companies can take an active role in defeating the pandemics. The Coalition also organizes collective actions among companies and links the



MASSIVEGOOD®

public and private sectors in ways that pool talents and resources. The official focal point of the private sector delegation to the Global Fund to Fight AIDS, Tuberculosis and Malaria, the Coalition maintains offices in New York, Paris, Johannesburg, Beijing, Nairobi and Moscow. For more information visit: <http://www.gbcimpact.org>.

About Mondial Assistance

International leader in Assistance, Travel Insurance and Personal Services, today the Mondial Assistance Group counts more than 9 817 employees who speak 40 different languages and work throughout the world with a network of 400,000 service providers and 180 correspondents. 250 million people, or 4% of the world's total population, benefit from its services, which the Group provides on all five continents. Mondial Assistance is a member of the Allianz Group.

About Sabre Travel Network

Sabre Travel Network is the world's leading provider of high-performance travel solutions. By combining its unique expertise and leading technology, Sabre powers business performance across the travel industry. Sabre's multi-channel merchandising and procurement solutions enable corporate and leisure agencies, corporate travel programs, airlines, hotels and other travel suppliers around the world to make money, save money and provide better customer service. Our solutions are backed by our industry-leading customer service and unmatched track record of travel agency advocacy. Sabre is also an environmentally and socially responsible company committed to supporting the communities in which we live and work.

Key brands of Sabre Travel Network include GetThere(R), for corporate travel reservation technology; Nexion(R), a host agency; SynXis(R), for hotel reservation management, distribution and technology services; E-site marketing, specializing in online business solutions exclusively for the hospitality industry, TRAMS(R), mid- and back-office solutions and marketing services for travel agencies; and TRAMS ClientBase Marketing Services, a marketing promotions services for leisure travel agencies. Sabre Holdings connects people with the world's greatest travel possibilities by retailing travel products and providing distribution and technology solutions for the travel industry. More information about Sabre Holdings is available at <http://www.sabre-holdings.com>.

About Travelport

Travelport is one of the world's largest travel conglomerates offering broad based business services to companies operating in the global travel industry. Travelport is comprised of the global distribution system (GDS) business that includes the Worldspan and Galileo brands; GTA, a leading global, multi-channel provider of hotel and ground services; IT Services and Software, which hosts mission critical applications and provides business and data analysis solutions for major airlines. With 2008 revenues of \$2.5 billion, Travelport operates in 160 countries and has over 5,500 employees.

Travelport also owns approximately 48% of Orbitz Worldwide (NYSE: OWW), a leading global online travel company. Travelport is a private company owned by The Blackstone Group, One Equity Partners, Technology Crossover Ventures and Travelport management.

About UNITAID

UNITAID was launched 3 years ago as an innovative mechanism for scaling up access to treatment for HIV/AIDS, tuberculosis and malaria. Founded by Brazil, Chile, France, Norway and the UK, today UNITAID has the support of 29 countries as well as the Bill & Melinda



MASSIVEGOOD®

Gates Foundation. UNITAID today supports partner programmes in 93 countries worldwide, addressing HIV/AIDS in 49 countries; malaria in 29; and tuberculosis in 72 countries. In less than three years UNITAID has committed more than 900 million dollars to the diagnosis and treatment of these three diseases, representing a total of over 11 million treatments provided to patients. UNITAID uses a market impact model that drives prices down, by guaranteeing a long-term market for large volumes of drugs and medical tools. Reduced prices, in turn, help funds go further and help more people. UNITAID's funding model is based on an air ticket solidarity levy. While some of our donors contribute through multi-year budgetary commitments, the air tax provides more than 70% of our funding. Visit www.unitaid.eu for more information.

About Voyageurs du Monde

Voyageurs du Monde is a tour-operating company based in France with approximately 240 million euros per year. A leader in two sectors, customized travel solutions and adventure trips with "Terres d'Aventure", Voyageurs du Monde is a "concept store" for exciting travel, with agencies in France and Belgium. The boutiques offer a large selection of books, maps, travel supplies, expositions of objects from around the world, conferences and restaurants all dedicated to travel. Voyageurs du Monde is also a pioneer in sustainable development in travel and tourism.

About World Travel & Tourism Council

The World Travel & Tourism Council (WTTC) is the forum for business leaders in the Travel & Tourism industry. With Chief Executives of some one hundred of the world's leading Travel & Tourism companies as its Members, WTTC has a unique mandate and overview on all matters related to Travel & Tourism.

WTTC works to raise awareness of Travel & Tourism as one of the world's largest industries, employing approximately 220 million people and generating over 9.4 per cent of world GDP.

PRESS CONTACTS:

Jienna Foster
Millennium Foundation
Mobile +41 (78) 933 18 84
E-mail: jienna.foster@millennium-foundation.org

Laura Russo / Claire Behar
Fleishman-Hillard
Phone: 212-453-2048 / 212-453-2122
E-mail: laura.russo@fleishman.com / claire.behar@fleishman.com

#

**MILLENNIUM
FOUNDATION**
INNOVATIVE FINANCE FOR HEALTH

Route de l'Aéroport 31 • PO Box 526 • 1215 Geneva 15 • Switzerland
www.millennium-foundation.org



PRESS RELEASE ADDENDUM

"Global Travel & Tourism Industry Unite To Do MASSIVEGOOD"

September 23, 2009

SUPPORTING QUOTES FROM INDUSTRY PARTICIPANTS:

Amadeus

"Amadeus is proud to have initiated and developed the technology behind this exciting project. The result is an innovative financing solution that can be integrated into the world's travel distribution systems as well as any other purchasing system. The success of this initiative is dependent on a global movement and worldwide cooperation of the travel industry. Supporting MASSIVEGOOD reflects our strategic approach in social responsibility, to utilize our expertise and commercial network to drive development within communities that need it – **David Jones, President & CEO, Amadeus IT Group.**

American Express

"American Express Business Travel is proud to declare its support for MASSIVEGOOD by promoting their vision to raise the financing to fight the most threatening diseases within the world's most vulnerable populations." - **Charles Petruccelli, President, Global Travel Services, American Express.**

Carlson Wagonlit Travel

"As a global player in the travel management arena, Carlson Wagonlit Travel is delighted to be participating in this important humanitarian effort. Every year, we handle tens of millions of transactions. By offering our clients the opportunity to contribute to MASSIVEGOOD, we are not only helping create awareness for this worthy cause but inviting them to make a significant difference." – **Douglas Anderson, President & CEO, Carlson Wagonlit Travel.**

Global Business Coalition

"HIV/AIDS, TB and malaria are health issues on which the travel and tourism industry can have a tangible, significant, life-saving impact," said John Tedstrom, President and CEO of the Global Business Coalition on HIV/AIDS, TB and Malaria. "The industry's customers comprise a huge audience – and projects like MASSIVEGOOD provide an effective way for companies to finance disease eradication by making corporate citizenship a part of routine customer interactions." – **John Tedstrom, President and CEO, Global Business Coalition.**

Millennium Foundation

"The Millennium Foundation has worked diligently to make this project a reality for over a year. Health is a global issue. This movement will help people to understand that, and that they can help by making a small effort that has a big effect. Our partners recognize this and are vital to this success. We are excited about forging new partnerships with other industry actors, with whom we are already to turn this declaration into action." – **Bernard Salomé, Managing Director, Millennium Foundation.**

Mondial Assistance

"Mondial Assistance is very proud to partner with MASSIVEGOOD and to bring a tangible contribution to such a universal cause. We believe this partnership is a perfect



MASSIVEGOOD®

demonstration of our group's mission and dedication to help people, anytime, anywhere." – **Jon Ansell, Member of Mondial Assistance's Executive Committee.**

Sabre Travel Network

"When Millennium Foundation first approached Sabre about this initiative, we jumped at the opportunity to support it. This is one of those unique opportunities where you unite as a travel industry to help tackle the challenges faced by those in developing countries. With more than 40% of the world's travel agencies using Sabre, we feel confident that we can make a positive contribution to Massive Good, and encourage travelers to support this when launched. This initiative supports our other Corporate Social Responsibility activities and we sincerely believe it will bring meaningful change to the global communities we live in." – **Sam Gilliland, CEO and Chairman, Sabre Holdings.**

Travelport

"Travelport is honored to be part of this ground-breaking initiative – one that unites the travel community in a mission to drive change where it is so desperately needed. We are taking social responsibility to a new level by harnessing the power of global organizations and single individuals behind a common cause. Every contribution to this ambitious project, no matter how small, will make a crucial difference for millions of people by expanding and improving health care in our world's most impoverished countries." – **Jeff Clarke, President & CEO, Travelport.**

Voyageurs du Monde

"Voyageurs du Monde is the specialist in custom travel for individuals in France. We actively support sustainable development in all aspects (environment, social, and improving conditions in developing countries), which is part of our company values. Voyageurs du Monde has supported UNITAID since its beginning, as well as all innovative financing initiatives." – **Jean-Francois Rial, President and CEO, Voyageurs du Monde.**

#

MILLENNIUM
FOUNDATION
INNOVATIVE FINANCE FOR HEALTH

Route de l'Aéroport 31 • PO Box 526 • 1215 Geneva 15 • Switzerland
www.millennium-foundation.org