



Technology Leader named as Datalex Chief Technology Officer & President of Americas

Dublin, Ireland, 12 October 2016 - Datalex today announced that Blair Koch has been appointed as Chief Technology Officer and President of Datalex (USA) Inc. Blair has held numerous technology, business and innovation leadership roles in the airline industry, most recently as Vice President, Technology & Integration at JetBlue Airways where he led the strategy, architecture and delivery of several foundational IT platforms including JetBlue's new digital commerce platform. Prior to JetBlue, Blair was Managing Director IT for United Airlines, Director of development for Sabre's GetThere business travel management solution and consulted at several airlines on IT transformational initiatives while at The Feld Group.

Blair Koch will play a key role in shaping the Datalex digital commerce strategy as the company embarks on its next phase of growth and leadership.

Blair Koch: "Airlines are looking for ways to quickly participate in the digital transformation that is now occurring. I believe that Datalex is well positioned to be the platform of choice in that regard. Providing a great customer experience for an airline is complex, multiple departments need to come together to deliver personalised quality product and service – across an increasing volume of channels, devices and touchpoints. Innovative commerce technologies are critical for airlines to survive in this very competitive and cost-conscious industry so I'm excited to bring my experience to Datalex as a market leader and I am confident that together we will continue to enhance the value we bring to our airline clients."

Datalex CEO Aidan Brogan: "Datalex has set itself apart by enabling airlines to adapt faster and better to the ever-changing needs of its customers. Blair will be an invaluable addition to an already remarkable team with a diverse set of backgrounds in technology innovation and execution. His deep industry and leadership acumen for IT transformation and innovation will lead our efforts to deliver the next evolution of digital commerce for the growth and success of the airline retailer."

About Datalex

Datalex is a market leader in digital commerce for travel retailers. The Datalex Commerce Platform enables a travel marketplace of over one billion shoppers covering every corner of the globe, driven by some of the world's most innovative airline retail brands. Its customers include Aer Lingus, Air China, Air Malta, Air Transat, Copa Airlines, Delta Air Lines, Hainan Group of Airlines, HP Enterprise Services, JetBlue Airways, Lufthansa Group, Philippine Airlines, SITA, STA Travel, Virgin Atlantic and Virgin Australia. The company is headquartered in Dublin, Ireland, and maintains offices across Europe, USA and China. Datalex is a publicly listed company and is listed on the Irish Stock Exchange (ISE: DLE). Learn more at www.datalex.com or follow on Twitter @Datalex.

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