



July 22, 2010

Dear Travel Professional,

## Booking and Ticketing Policy Update

We thank you for your continued support of United Airlines and want to take this opportunity to remind you of our Booking and Ticketing Policy.

United has a Worldwide Booking and Ticketing Policy that is designed to provide the most inventory for the benefit of all our agency customers. The policy outlines best practices such as removing inactive segments from PNRs, limiting usage of passive segments, and avoiding churn (repeated booking and canceling of the same flight segments). The policy encourages practices that contribute to a positive customer experience and keep inventory open to those who need it.

We would like to draw your attention to United's Booking and Ticketing Policy, **and request your compliance**. This policy can be viewed online at the following location:

<http://tmaccess.com/booking.html>

## Churning Initiatives

The following information focuses specifically on initiatives related to Churning, which is defined in the policy as "the process of repeated canceling and rebooking of the same flight segment and inventory class for the same travel dates." United's policy reminds that you "must not engage in Churning to circumvent ticketing time limits of the Fare Rules."

We understand that some cancellations are part of normal activity. However, a few booking locations cancel segments at a very high rate, which is often an indicator of churn. Going forward, we will be monitoring booking behavior on a monthly basis, and **we reserve the right to take action against those agencies whose cancellation rates are well above average**, as provided for in our Worldwide Booking and Ticketing Policy.

Please ensure all agents within your agency are familiar with United's Booking and Ticketing Policy, which is posted at <http://tmaccess.com>. We also suggest you conduct a review of current booking and ticketing practices to ensure that your agency is compliant, and that you review the policy periodically in the future.

Yours Sincerely,  
UNITED AIRLINES, INC.

A handwritten signature in black ink, appearing to read "Sidney Kwok".

Sidney Kwok  
Director, Greater China