

FOR IMMEDIATE RELEASE

Leading Independent Tour Operator selects SunSystems from Sapphire

Sapphire to supply and implement an integrated SunSystems Financial Management and Reporting Solution to Bales Worldwide

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LONDON, UK – 22 March 2006. Sapphire Systems today announced that it is to supply and implement the SunSystems Financial Management and Reporting solution at Bales Worldwide.

Bales Worldwide is a UK based high-end tour operator, who arrange specialist Tailor-Made and Escorted holidays to all four corners of the globe. Historically, customers were only able to book Escorted Journeys online – with those looking to personalise their itineraries needing to contact Bales Worldwide directly. To overcome this, the company has invested in a new online reservation system from Open Destinations – a leading provider of Travel Management Solutions - which will enable their customers to book their Tailor-Made holidays online, and which allows Bales Worldwide to offer greater flexibility in their travel reservation options and increased convenience for online customers.

To complement their new travel reservation system, Bales Worldwide took the opportunity to review their financial management solution, as they felt that their existing solution lacked the required reporting capabilities needed to drive the business forward.

The project was put out to tender and although a number of solutions were reviewed, just 2 were short listed by Bales Worldwide: Their current providers and SunSystems from Sapphire. In explaining the final decision to implement SunSystems Alan McArdle, Financial Controller at Bales Worldwide commented “We felt that the SunSystems solution was the best fit for the extensive amount of analysis and reporting that the company requires.”

McArdle goes on to state “Sapphire were chosen to implement the SunSystems application as they have proven experience in integrating travel reservation and accounting systems, through an established partnership with Open Destinations. They are located relatively nearby, and we felt that the proximity would be a benefit to us.”

Bales Worldwide plan to launch the SunSystems project in May, after completing it's integration with their front end reservation systems. In remarking on the project implementation McArdle says “It is early days, but we have been very impressed with the service we have received from Sapphire. We are on a tight budget, and have been very encouraged with the results so far. We are looking forward to benefiting from the reporting and drill-down functionality given by SunSystems, more up to date postings and an improvement in dynamic reporting.”

Ian Caswell, Managing Director of Sapphire concludes “We are delighted to be working with such a prestigious travel operator. A key strength required in accounting solutions for the travel industry is the ability to manage revenue recognition on the day of travel, rather than on the day that a customer makes a booking, a requisite that SunSystems is able to accommodate. In addition, SunSystems is an ideal fit for the complex reporting and analysis required by such

organisations, and we look forward to supporting Bales Worldwide in restructuring their accounting operations and future accomplishments.”

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About Sapphire Systems plc

Sapphire is the worlds leading reseller of SunSystems – a title which it has held for the past 4 years. Since 1986, Sapphire has offered their clients wide-ranging practical expertise in selecting and implementing advanced financial accounting and business management solutions and today provides software, services and support for hundreds of customers worldwide from their offices in London and Manchester. Sapphire is a founder member of the British Application Software Developers Association and is featured in the Deloitte & Touche Fast 50 Technology 2005 rankings.
www.sapphiresystems.co.uk

About Bales Worldwide

Bales Worldwide (formerly known as Bales Tours) is a family run independent tour operator established by George Bales in 1947. George Bales had been working for an air broker for just three days when he decided he could do better on his own and made his first deal from a telephone box. He then found an office in London's Piccadilly and launched British Air Brokers on September 1, 1947. Bales took its first step into the leisure market in 1960, when it began organising escorted tours to the Middle East. Within a few years, the pioneering spirit of the Bales family had covered the globe and the company's tours now cover 60 countries ranging from Borneo to Tanzania, from Canada to the Galapagos, and Tibet to Morocco, offering a mix of the popular and the unusual.
www.balesworldwide.com