

Etihad Airways' Revamped Website Receives Top Industry Accolades

Website, implemented by Infosys, recognized for customer friendliness, business strategy and overall design

Abu Dhabi, UAE – July 12, 2007: Etihad Airways, the national airline of the UAE, has been awarded four industry accolades recognizing the airline's progressive web strategy, which has been enabled by Infosys Technologies.

In the first 60 days of the website's re-launch, Etihad witnessed a dramatic increase in website traffic, with the number of visitors increasing by almost 95 per cent. Additionally, the average duration per visit on the new website has been reduced by 30 percent compared to the time spent on the old website, illustrating the simplified navigation of the new site.

At the annual Pan Arab Web Awards, Etihad was awarded the Best Online Strategy and the Best International Standards Web Technology awards for 2007. Also, the United Arab Emirates (UAE) Web Awards in Dubai awarded the website the prestigious Golden Award in the Travel and Tourism category, along with the Strategy Web Award for 2006.

"We engaged Infosys to redevelop our website to create a seamless experience for our customers," said Tehmton Cooper, eCommerce Manager, Etihad Airways. "To receive so many prestigious industry awards, received so soon after the site's re-launch, proves just how impressive, dynamic and user-friendly the site now is as a result of our collaboration with Infosys."

These awards came at the culmination of a strategic redesign of the Etihad website the implementation of which was undertaken by Infosys in August 2006, which included the integration of Etihad Guest - the carrier's Frequent Flyer Reward Programme - and the addition of a new advanced booking engine. Infosys also developed the multilingual capabilities for the website to increase Etihad's presence across the globe.

Jitin Goyal, Sales Head for EMEA, Infosys Technologies, said, "We're thrilled that the new website has been so well received by Etihad's customers and the industry alike. We congratulate Etihad on receiving these awards and look forward to doing more innovative and interesting projects together in the near future."

About Etihad Airways

Etihad Airways is the National Airline of the United Arab Emirates based in the UAE's capital, Abu Dhabi. Currently Etihad offers flights to 43 destinations in the Middle East, Europe, North America, Africa and Asia. For further details: Etihad Airways Corporate Communications: (Tel: + 971 (0) 2505 8006 / 8336 / 8055 or visit www.etihadairways.com)

About Infosys Technologies Ltd.

Infosys (NASDAQ: INFY) defines, designs and delivers IT-enabled business solutions that help Global 2000 companies win in a flat world. These solutions focus on providing strategic differentiation and operational superiority to clients. With Infosys, clients are assured of a transparent business partner, world-class processes, speed of execution and the power to stretch their IT budget by leveraging the Global Delivery Model that Infosys pioneered. Infosys has over 72,000 employees in over 39 offices worldwide. Infosys is part of the NASDAQ-100 Index. For more information, visit www.infosys.com.

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For further information please contact:**North America**

Peter McLaughlin
Infosys Technologies Ltd, US
Phone: 213 268-9363
[Peter McLaughlin](#)

Asia Pacific

Kaavya Kasturirangan
Infosys Technologies, India
Phone: 080 2852 2408
[Kaavya Kasturirangan](#)

Australia

Roger Langsdon
Infosys Technologies Australia
Phone: 61 417 376 433
[Roger Langsdon](#)

EMEA

Nathan Linkon
Infosys Technologies
Phone: +44 (0) 207 715 3445
[Nathan Linkon](#)