



ITA Software Press Release

ANA is ITA Software's Launch Customer in Asia Pacific

ITA Expands Its Global Presence with Star Alliance Member ANA

CAMBRIDGE, Mass. -- March 31, 2009 -- ITA Software, Inc., the leading provider of innovative solutions to the travel industry, today announced ANA (All Nippon Airways, OTC: ALNPY), Japan's award-winning airline, as its newest QPX customer. ANA is the world's 9th largest airline(1), carrying 50.4 million passengers in 2007, and serves destinations across Asia, Europe, the Americas and the Pacific. ANA launched QPX, ITA's premier management system for airfare pricing and shopping, on its website, www.ana.co.jp, on January 20th 2009.

Using ITA Software's QPX, ANA customers can now search for flight options and choose from both flexible date (+/- 2 days) and month-long calendar shopping options. ANA has integrated QPX into a compelling, graphically-rich user interface, which clearly and effectively presents flights and fares to users.

"ANA is committed to enhancing its online presence, and to delivering superior functionality and flexibility to our customers," said Takahiro Endou, ANA's director of Marketing Automation. "We selected ITA for its proven, flexible and scalable technology. ITA shares our vision and will help us achieve long-term business goals associated with customer satisfaction and operational excellence."

"ANA has established an enviable reputation in Asia and throughout the world for its attentive service and focus on the needs of its customers. Their decision to implement ITA Software's QPX is part of an overall corporate commitment to quality and service and we are delighted to be a part of it," said David Peller, regional vice president, ITA. "ITA has demonstrated a distinct understanding of ANA's business needs and looks forward to working with them as they seek to exploit more of the rich and flexible capabilities afforded by our systems."

(1) IATA World Airline Statistics 2008. Measured in passengers carried by IATA member airlines.

About ANA

Founded in 1952, ANA is one of Asia's largest airlines, carrying around 50 million passengers every year to 51 destinations in Japan and 26 cities in 11 countries, on nearly 900 daily flights. It is the launch customer of the Boeing 787 and the Mitsubishi Regional Jet, which will add to its fleet of 215 aircraft in the near future. ANA has won awards in all categories for its products and services and was voted Airline of the Year for 2007 by Air Transport World magazine. As a member of Star Alliance, the world's foremost airline alliance, ANA offers its passengers access to a network of 975 airport destinations in 162 countries, with reciprocal benefits such as mileage accrual and redemption, and lounge access.

About ITA Software

ITA Software (www.itasoftware.com) is a leader in developing innovative solutions for the travel industry. ITA's QPX, the industry's most comprehensive airfare shopping system, is used by leading airlines and online travel companies worldwide including Alaska Airlines, American Airlines, Cleartrip, Continental Airlines, Hotwire, Kayak, Orbitz, TAP Portugal Airlines, United Airlines, US Airways and others. ITA is currently building a radically new passenger reservation system with launch partner Air Canada. ITA was named as one of the Best Places to Work by the Boston Business Journal, and received the Economic Impact award from the Massachusetts Alliance for Economic Development and Deloitte's Technology Fast 500 award. In 2008, the company was ranked as an Inc. 5000 fastest growing private company. ITA was founded by computer scientists from MIT and is headquartered in Cambridge, Mass.

###

MEDIA CONTACTS:

ITA Software

Cara Kretz
cara@itasoftware.com
+1.617.714.2123

fama PR for ITA Software

Liz Campbell
ita@famapr.com
+1.617-758-4149