



ITA Software Press Release

ITA Software Appoints New International Pricing Executive

Company continues to attract top talent in key areas of travel technology

Cambridge, MA – January 17, 2001 - ITA Software Inc., developer of the world's most advanced airfare pricing and travel planning system, announced today that Eric E. Atotubo has joined the company as senior product advisor for international pricing. Mr. Atotubo's appointment is a key element in the firm's strategy to roll out its international pricing products. A veteran of the travel industry, Atotubo brings to this new position over 27 years experience in developing automated systems for international airline pricing and a wealth of in-depth knowledge of the complexities of international fare construction, taxes, and currencies.

ITA Software has created a radically new airfare pricing and travel planning engine that finds the lowest fare and flight options for any travel request – a major advancement in airfare analysis and the first new technology to be introduced to the travel industry in decades. The company plans to roll out an international version of its pricing and travel planning services in phases throughout 2001. Atotubo will be responsible for testing the international application suite, supporting both customers and the firm's engineering staff on new features, and representing the firm at industry fares groups.

"We are thrilled to have Eric join ITA Software," said Jeremy Wertheimer, ITA Software's CEO and president. "He fills a key role in the development of international pricing for our low-fare searching and travel planning platform and reinforces our commitment to deliver innovative and high-quality solutions for the global travel industry."

Mr. Atotubo has held a variety of positions in the areas of pricing, distribution, rate desk and passenger sales with several international airlines, including United Airlines, Malaysia Airlines and Pan American World Airways. Most recently, he was fares product manager for Galileo International, where he was responsible for implementation of various international pricing projects, and the recipient of numerous awards including Galileo's "Circle of Champions" Award for overall product excellence.

In 1968, Eric received a degree in Business Administration from De La Salle College in Manila, Phillipines.

About ITA Software

ITA Software, Inc. (www.itasoftware.com) creates innovative software applications that solve difficult problems throughout the air travel industry. It has created a radically new platform for airfare pricing, low fare searching and air travel planning. This technology is licensed to web sites, airlines, travel agencies and reservation systems to provide high performance and cost effective travel planning solutions. ITA Software's unique technology provides customers with an open, low-cost platform that, among other things, improves the functionality and performance of travel planning, provides airlines with new pricing systems and competitive pricing tools, manages corporate travel, and enhances reservation center productivity. ITA Software was founded by computer scientists from the Artificial Intelligence Laboratory at the Massachusetts Institute of Technology (MIT). The company is based in Cambridge, Massachusetts.

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