



# ITA Software Press Release

## **Aeroplan Selects ITA Software's Pricing, Shopping and Availability Management System to Power Its ClassicPlus Flight Rewards**

*Cutting-Edge Technology Enables Members to Quickly and Easily Redeem Accumulated Aeroplan Miles By Searching, Sorting and Comparing Itineraries in Real Time*

**(CAMBRIDGE, Mass. - January 22, 2007)** - ITA Software, the leading provider of innovative airline IT and services, today announced that Aeroplan (TSX: AER.UN), Canada's premier loyalty marketing company, has deployed its airfare pricing, shopping and availability management system to power Aeroplan's ClassicPlus Flight Rewards. By utilizing ITA Software's robust, flexible airline shopping technology, Aeroplan, which issues one reward ticket approximately every 22 seconds on average, is the first to offer real-time access to airline inventory for reward shoppers.

In order to improve the ease and speed with which members may browse and book rewards, the company has worked diligently over the past few years to improve its contact center and online user experience. As part of this, Aeroplan sought a robust, scalable and flexible airline shopping system that could be deployed across multiple platforms including websites and contact centers.

"At Aeroplan, we are committed to providing the best service to our members," said André Hébert, vice president, Technology and eBusiness, Aeroplan. "Making reward redemptions as easy as possible for them is an ongoing priority. As such, we selected ITA Software's cutting-edge technology to offer the most comprehensive, reliable and flexible booking system available."

ITA Software's airfare pricing, shopping and availability management system processes all fare, schedule and availability data, enabling even very high volumes of complex travel queries to be answered quickly and cost effectively. The proprietary technology calculates every possible itinerary and matching airfares in response to a travel query. Faster, more efficient and more flexible than traditional airline mainframe-based systems, this technology searches billions of combinations of flights and airfares in order to deliver better and more comprehensive results for a wide range of travel searches. With ITA, Aeroplan's website and contact centers have access to the same comprehensive and accurate airfare information, enabling them to offer consistent levels of service while dramatically improving the user experience.

"Aeroplan has a tremendously innovative approach to customer loyalty and travel rewards," explained Jeremy Wertheimer, president and CEO of ITA Software. "We are pleased to work with Aeroplan to bring them the most flexible, comprehensive and reliable airline shopping experience."

### **About Aeroplan**

Aeroplan is Canada's premier loyalty marketing company, dedicated to developing and executing programs designed to engage the loyalty of its prestigious membership.

Aeroplan's millions of members earn Aeroplan Miles with its network of more than 60 world-class partners, representing more than 100 brands in the financial, retail and travel sectors.

Miles earned may be redeemed for Aeroplan's industry-leading ClassicFlight Rewards, innovative ClassicPlus Flight Rewards and global Star Alliance Flight Rewards, offering travel to more than 842 destinations worldwide. In 2005 alone, more than 1.35 million round-trip flight rewards were issued. Aeroplan's roster of non-flight rewards includes more than 400 exciting specialty, merchandise and experiential rewards, as well as hotel and car rental rewards. For more information about Aeroplan, please visit [www.aeroplan.com](http://www.aeroplan.com).

**About ITA Software**

ITA Software ([www.itasoftware.com](http://www.itasoftware.com)) was founded by computer scientists from the Massachusetts Institute of Technology in 1996 and is based in Cambridge, MA. ITA Software has earned recognition as the leading provider of innovative technology and services for the airline industry. Customers include Orbitz, Continental Airlines, Alaska Airlines and US Airways. Profitable for many years, ITA Software recently closed \$100 million in equity financing - noted as one the largest venture deals to be completed in the New England area over the past five years. ITA Software recently was named as one of the Best Places to Work in 2006 by the Boston Business Journal, received the 2006 Economic Impact award from the Massachusetts Alliance for Economic Development, and received Deloitte's 2006 Technology Fast 500 award, an annual listing of the 500 fastest growing technology, media, telecommunications and life sciences companies in North America.

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