



# ITA Software Press Release

## **ITA Software Establishes Its European Regional Office in Amsterdam**

*Expansion Demonstrates Company's Continued Growth and Commitment to Serving the Leading Airlines and Travel Companies throughout Europe, Middle East and Africa*

CAMBRIDGE, Mass. September 10, 2009 ITA Software, Inc., the leader in developing innovative solutions for the travel industry, today announced the establishment of its European regional office in Amsterdam, The Netherlands. Demonstrating its continued commitment to the region, ITA's new office will support the company's expansion of business development and customer support in Europe, Middle East and Africa (EMEA).

"As ITA continues to expand its global footprint, it's important that we establish a European presence to better service our EMEA customers that are growing in number," said Gianni Marostica, chief commercial officer, ITA Software. "Our presence in Amsterdam enables us to strengthen existing relationships with several customers and establish new partnerships as we continue to deliver the innovative solutions for which ITA is known worldwide."

ITA Software's new address in Amsterdam is:

ITA Software Europe  
Herengracht 124-128  
1015 BT Amsterdam  
The Netherlands

To establish the overseas office, ITA worked closely with the Netherlands Foreign Investment Agency (NFIA), a government agency that facilitates North American companies' direct investments in the Netherlands. "For ITA, Amsterdam offers a number of advantages for the company's European headquarters. First and foremost, ITA needed to be close to its customers and Amsterdam's central location in Europe makes it an ideal spot," explained Marco Smit, area director, NFIA. "Additionally, the city offers the highest concentration of multi-lingual staff, the best European airport, and the IT infrastructure quality and reliability ITA needs."

Subsequent to an extensive real estate search, ITA selected the SPACES office building located on the Herengracht ("Lord's Canal"), the first of the three major canals in the city center of Amsterdam. "We welcome ITA Software to its new home in Europe and look forward to supporting the company's planned growth in the coming years. SPACES offers innovative, integrated offices and facilities to meet the needs of successful growth companies such as ITA," said Martijn Roordink, managing director of SPACES.

### **About ITA Software**

ITA Software ([www.itasoftware.com](http://www.itasoftware.com)) is the 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 travel distributors worldwide including Air Canada, Alitalia, American Airlines, Microsoft's Bing, Continental Airlines, FareCompare, Fly.com, Hotwire, Kayak, LOT Polish Airlines, Orbitz, TAP Portugal Airlines, TripAdvisor, United Airlines, US Airways and others. ITA now offers a completely new passenger services system that will dramatically improve business agility and the customer experience for airlines. 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., USA.

###

---

**MEDIA CONTACTS:**

**ITA Software**

Cara Kretz  
cara@itasoftware.com  
+1.617.714.2123

**fama PR for ITA Software**

Kate Thermansen  
ita@famapr.com  
+1.617-758-4147