



ITA Software Press Release

Air Canada Implements ITA Software's Faring & Web Technology

Shopping, Faring and Web Front End Components to Launch in Summer of 2010

CAMBRIDGE, Mass. -- October 13, 2009 -- ITA Software, Inc., the leader in developing innovative solutions for the travel industry, today announced that Air Canada is moving forward with the implementation of ITA's faring and web technology. Air Canada will deploy ITA's pricing, shopping and web front end modules across multiple online channels, including the airline's consumer web site and travel agency website.

"ITA Software continues to be an important technology and innovation partner for Air Canada, and we are looking forward to the benefits of implementing their technology," said Lise Fournel, Senior Vice-President, e-Commerce and Chief Information Officer, Air Canada.

In addition, Air Canada will provide testing and domain expertise to ITA as it completes the remaining work on its industry changing Passenger Services System (PSS) solution. Implementation of ITA's faring and web technology at Air Canada is scheduled for the summer of 2010.

ITA has already established a reputation for delivering the industry's premier airfare pricing and shopping system, which offers customers advanced shopping features and the deepest and most thoroughly customizable search available.

"We are committed to delivering the industry's most powerful, cost-effective solutions that can easily adapt to changing business environments and customer demands," said Gianni Marostica, chief commercial officer, ITA Software. "With the deployment underway, we are focused on helping Air Canada benefit from the shopping, pricing and web-based booking technologies in order to optimize revenue."

With ITA's PSS, airlines can launch the components that will have the most immediate impact on operational effectiveness and new revenue generation. The PSS incorporates all of the functions necessary to sell and service a customer through the entire travel experience, from shopping to check-in, within its flexible, value-driven platform. Its modular architecture will allow customers to implement the system in an order and delivery approach that fits their operational and business objectives.

About ITA Software

ITA Software, Inc. (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, Continental Airlines, FareCompare, Fly.com, Hotwire, Kayak, Microsoft's Bing, 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. ITA Software was founded by computer scientists from MIT and is headquartered in Cambridge, Mass., USA.

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