



ITA Software Press Release

ITA Software Names Eli Sanders Vice-President, Customer Relations

New organization to lead innovation in customer services and relationship management

(Cambridge, MA, April 15, 2004) - ITA Software, Inc. (www.itasoftware.com), the leader in innovative airline distribution technology, today announced it has named Eli Sanders as vice-president of Customer Relations. In this newly created position, Eli will be responsible for all aspects of customer relationship management and client services reporting to Dave Baggett, Chief Operating Officer, ITA Software.

"Eli brings an outstanding record in growing strong relationships with global companies," said Jeremy Wertheimer, President & CEO, ITA Software. "We have created this new position as part of our commitment to deliver superior customer service to our growing roster of customers."

Prior to joining ITA Software Eli worked at SBI.Razorfish as Vice-President of Client Services where he had overall responsibility ensuring client success and satisfaction through implementation of mid-to large-scale technology projects for Fortune 500 companies. His client roster included delivering products and platforms that focused on secured financial transactions, across multiple industries, channels and brands, in both retail and wholesale markets.

Prior to SBI.Razorfish, he was a Senior Software Engineer and Project Lead at BellCore, the R & D division of the Regional Bell Operating Companies. He holds a US patent for a cost-savings method to analyze database memory allocation that is currently in use within the telecommunications industry.

Eli has a Masters in Business Administration from New York University and a MS in Computer Science from Columbia University. He lives in the Boston area with his wife and four children.

About ITA Software

ITA Software, a company founded by computer scientists from MIT in 1996, revolutionized airfare shopping with its innovative algorithms and scalable systems. Its proprietary technology, QPX, is the world's first modern system for airfare pricing, shopping and seat availability management created in over 30 years. QPX can be fully customized for different markets, market segments, channels or customers. QPX is proven to be best in the industry by Orbitz, Air Canada, Alaska Airlines, Alitalia, America West, Continental Airlines, Galileo International, Accovia, NLG and others. ITA Software is recognized as the leader in innovative software solutions for the air travel industry.

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