



# ITA Software Press Release

## **ITA Software's New International Pricing and Shopping Technology Launches with Continental Airlines**

*New international system enables Continental Airlines to grow direct distribution revenues and achieve significant cost reductions across its global network*

**(Cambridge, MA, April 29, 2003)** - Cambridge, Mass., April 29, 2003 - ITA Software, the leader in innovative airline distribution technology, announced today that Continental Airlines (NYSE:CAL) has deployed ITA's international airfare shopping technology on continental.com. The upgraded shopping engine now includes worldwide pricing for Continental Airlines and its global network of airline alliances.

Continental and its alliance partners serve a combined domestic and international route network reaching more than 500 cities around the globe. Online customers can now experience faster and more comprehensive results when searching by price on continental.com.

"The recent transition to ITA Software's airfare pricing and shopping system for domestic itineraries already has contributed an increase in bookings at continental.com," said Kevin McKenna, managing director of electronic marketing. "Each increase results in critical bottom line savings and distribution efficiencies."

Integrating ITA Software technology with continental.com's existing distribution infrastructure delivers financial savings and efficiency improvements. ITA Software is hosting the continental.com global airfare pricing and shopping function at its data center in Boston providing even better economies for the airline.

The seamless transition of continental.com's search-by-price function from Continental's prior low-fare searching system to ITA Software's for international itineraries was accomplished within a relatively short timeframe of approximately three months. "It was a strong team effort all-around and signals how well two companies can work together to achieve a common goal," said Ron-Anderson Lehman, managing director of technology at Continental Airlines.

"We are pleased to announce that the same innovative software that we delivered for North America airfare shopping is now available for international shopping as well. This represents a major opportunity for worldwide airlines to cut back on distribution costs while improving service for their customers," said Jeremy Wertheimer, president and CEO, ITA Software. "We applaud Continental Airlines for their leadership in seizing this opportunity to provide better service to their customers."

### **About ITA Software**

ITA Software ([www.itasoftware.com](http://www.itasoftware.com)) is the world's most advanced system for global airfare pricing, global airfare shopping, scheduling, and seat availability. For only pennies a ticket, leading airlines are pricing, shopping, and booking airfares with ITA Software's Global Airfare Pricing and Airfare Shopping System, modern technology on which to aggressively and quickly grow direct distribution. The ITA Software system fully supports international pricing, including IATA checks, taxes and currencies for all countries and dynamic global fare constructions. ITA Software's Availability Management System enables even billions of availability queries to be answered quickly, accurately and cost-effectively, avoiding bottlenecks posed by legacy inventory systems. ITA Software has licensed its technology to ORBITZ, Air Canada, America West, Continental Airlines, Galileo, Accovia and other industry leaders. ITA Software was founded by computer scientists from the Massachusetts Institute of Technology.

**About Continental Airlines**

Continental Airlines is the world's seventh-largest airline and has more than 2,000 daily departures. With 131 domestic and 93 international destinations, Continental has the broadest global route network of any U.S. airline, including extensive service throughout the Americas, Europe and Asia. Continental has hubs serving New York, Houston, Cleveland and Guam, and carries approximately 41 million passengers per year on the newest jet fleet among major U.S. airlines. With 48,000 employees, Continental is one of the "100 Best Companies to Work For in America." Fortune ranked Continental the No. 2 Most Admired Global Airline and No. 30 Most Admired Global Company in March 2002. For more company information, visit [continental.com](http://continental.com).

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