



ITA Software Press Release

ITA Software Customers Set Online Sales Records

Continental, America West, CheapTickets.com, and Orbitz among customers reporting successes on travel Web sites

(Cambridge, MA, May 12, 2003) - CAMBRIDGE, Mass., May 12, 2003 - ITA Software, the leader in innovative airline distribution technology, announced today that its customers, including Continental Airlines, America West Airlines, CheapTickets.com, and Orbitz, are deriving solid gains on their travel Web sites.

ITA Software's revolutionary Global Airfare Pricing and Airfare Shopping System gives travelers more online schedule and airfare choices, and travel Web sites an economic and efficient way of managing demand. The solution scales as demand for fare shopping grows, and provides the breadth and quality of travel content and fares that travel Web sites demand.

Continental Airlines set a single day record for sales at its Web site on April 23, recording more than \$3.8 million in ticket sales. Continental Airlines, which started using ITA Software in January, recorded 50 days of sales at continental.com totaling more than \$3 million per day in 2003. In previous years, Continental topped the \$3 million mark only once before, in 2001. At that pace, Continental expects online sales to exceed \$1 billion in 2003.

"ITA Software's booking capabilities provide Continental customers with a wide variety of schedule and fare options that more closely match their desired travel times," said Kevin McKenna, managing director of electronic marketing. "The transition has contributed to a significant increase in bookings at continental.com. We are certain its recent expansion to our international online bookings will serve our customers well."

America West Airlines, the nation's second largest low-fare airline, set a three consecutive day record April 28-30 on its Internet site, with more than \$2 million in ticket sales. America West used ITA Software to launch the Low Fare Finder at americawest.com. This cutting edge technology searches for fares on customers' preferred travel dates as well as surrounding days, one day before and one day after. So if customers' travel dates are flexible, they may be able to save even more money.

"With the help of ITA Software's innovative pricing technology, bookings through americawest.com have continued to grow at a rate that outpaces the industry," said Dion Flannery, vice president of scheduling, route planning and Internet distribution for America West. "America West's online revenue is up 50 percent over last year."

Meanwhile, Orbitz, a leading travel Web site owned by five of the major U.S. airlines, reported triple-digit growth in 2002, its first full-year of operations, according to PhoCusWright Travstats. Orbitz is now the third largest travel Web site with almost \$3 billion in bookings.

"We've made tremendous progress over the course of the last year," said Steve Hafner, executive vice president, consumer travel services at Orbitz. "Partnering with ITA Software gives our customers more information on pricing and availability of air travel, in a format convenient for them to make the most informed decisions."

In another example, recently re-launched CheapTickets.com achieved market-leading year-over-year growth in unique monthly visitor traffic. In February 2003, CheapTickets welcomed nearly six-million unique visitors, a year-over-year increase of 123 percent. That translated to growth nearly twice as high as the nearest online

competitor, according to comScore Networks, a global marketing consultancy. Gross bookings and transactions for the same period outpaced visitor growth, up approximately 200 percent and 240 percent, respectively.

"We have rebuilt a Web site around a brand that's attracting new customers and seeing more of them purchase," said Evans Gebhardt, president of Cendant's Retail Travel Services group, which operates CheapTickets.com. "Even in this tough economy and industry climate, CheapTickets, with the recent implementation of ITA Software in addition to other key site improvements, including moving to the Trip Network platform, is competing quite effectively with the major players in the field."

ITA Software provides its powerful airfare pricing and shopping software to airlines, global distribution systems, travel agencies, and other travel companies.

About ITA Software

ITA Software, Inc. (www.itasoftware.com) is the leader in innovative airline distribution technology. ITA Software delivers significant cost-savings and powerful functionality to leading travel systems. As the creator of efficient fare-searching algorithms, matrix-style user interfaces, and sophisticated availability management systems, ITA Software has revolutionized travel distribution by providing airlines an alternative to legacy mainframe systems. ITA Software licenses its technology to many of the world's leading travel companies, including ORBITZ, Air Canada, America West Airlines, Continental Airlines, Galileo International, Accovia, and others. Through ITA Software's hosting centers, our customers provide travel services to their own Web sites as well as leading consumer brands, such as CheapTickets.com, and Disney.com. ITA Software was founded in 1996 by computer scientists from the Artificial Intelligence Laboratory at the Massachusetts Institute of Technology.

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ITA Software Inc.

Cara Kretz
Phone: (847) 382-8314
cara@itasoftware.com

Philip Anast
Tech Image Ltd. (For ITA Software)
847/632-0040, x238
philip.anast@techimage.com