



# ITA Software Press Release

## **ITA Software Hosts Nobel Prize Winner Jerome Friedman**

*ITA Employees Participated in Special Opportunity to Meet MIT Professor Jerome Friedman and Learn About His Perspectives on the Future of Particle Physics*

**CAMBRIDGE, Mass. - May 18, 2007** - ITA Software, the leading provider of innovative airline IT and services, recently hosted a special luncheon for employees with Nobel Laureate Jerome Friedman. While a professor at MIT, Friedman was awarded the Nobel Prize in Physics in 1990. ITA Software was privileged to earn this lunch through its participation in the First Annual Cambridge Science Festival, presented by the MIT Museum.

During his talk entitled, "Particle Physics and the Large Hadron Collider," Professor Friedman provided an overview of his life's work, while focusing on interesting new developments in physics that continue to fascinate and intrigue him. In particular, he spent time discussing the potential impact of Large Hadron Collider. Funded and built in collaboration with more than two thousand physicists from thirty-four countries, universities and laboratories, it is expected to become the world's largest and highest energy particle accelerator.

In conjunction with the Cambridge Science Festival, several ITA engineers – Andy Simon, Mark Nahabedian, Gavin Peters, George Mitchell and John Olson – teamed up to participate in a Trivia Contest. They competed against six other teams of Cambridge intellectuals and answered questions related to topics ranging from astronomy and geology, to biology and computer science.

"Professor Friedman's talk drew a crowd that pushed our lunch room to capacity, and resulted in a spirited Q&A session that debated String Theory and pondered the long term impact of particle physics," said Jeremy Wertheimer, CEO, ITA Software. "It was an honor to host this luncheon, and a real treat for those who attended."

The 1990 Nobel Prize in Physics was jointly awarded to Jerome Friedman and Henry W. Kendall, both of MIT, and Richard E. Taylor of Stanford University. This trio was recognized for their pioneering investigations concerning deep inelastic scattering of electrons on protons and bound neutrons, which have been of essential importance for the development of the quark model in particle physics.

### **About ITA Software**

ITA Software ([www.itasoftware.com](http://www.itasoftware.com)) was founded by computer scientists from the Massachusetts Institute of Technology. ITA Software is the leading provider of innovative technology and services for the airline industry. ITA developed the industry's most comprehensive airfare pricing, shopping and availability management system. This system is in use by leading travel companies such as Aeroplan, Alaska Airlines, Alitalia, Continental Airlines, US Airways, Kayak, Orbitz, Farecast, and others. ITA is currently building a completely new airline reservation system. In 2007 ITA was named as one of the Best Places to Work by the Boston Business Journal; received the Economic Impact award from the Massachusetts Alliance for Economic Development; and received Deloitte's Technology Fast 500 award.

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