



# ITA Software Press Release

## Hepburn wins Boston's IT Battle of the Bands

*ITA Software's Tech Community Event Packs the House for Fierce Music Competition*

**(CAMBRIDGE, Mass. - June 27, 2006)** - ITA Software, a fast-growing technology company founded by computer scientists from MIT, today announced that it crowned Hepburn as the winner of Boston's First IT Band Bash which took place last night at the Middle East Downstairs in Cambridge. Colin Green Band earned second place and My Flash On You ranked third in the competition.

Each of the eight selected bands played in front of a packed house for 20 minutes and were judged by a panel of distinguished judges comprised of Dave Wildman, arts editor of Weekly Dig, music writer Glenn McDonald, music promoter Ralph Jaccodine and Russell Ferrante, Grammy-winning member of the jazz group Yellowjackets. Crowd response, stage presence and musicianship were among the factors considered by each judge.

Inspired by employees who participate in the music scene outside of work, ITA Software created this event to bring together those in the local high tech community with a similar interest in music. ITA Software received more than 60 band entries, each with at least one member working full-time in high tech. Three Day Threshold, Francis Kim Band, Nicole Russo, Lizzie Borden Band, and Joe Turner and the Seven Levels also competed in the event.

"The event was a success and we are happy that the local high tech community came out to compete and have fun," said Cara Kretz, VP Marketing of ITA Software.

The event was sponsored by WBCN, Mass High Tech, Middle East, Jamspot, Daddy's Junky Music and fama PR. DJ Adam 12 of WBCN served as MC for most of the event while the WBCN street team gave away prizes throughout the night to attendees. Prizes for the competing bands included gift certificates to Daddy's Junky Music and recording sessions and other services from JamSpot.

### **About ITA Software**

ITA Software ([www.itasoftware.com](http://www.itasoftware.com)) was founded by computer scientists from the Massachusetts Institute of Technology in 1996 and is based in the heart of Cambridge's Kendall Square. ITA Software has earned recognition as the leading provider of innovative technology and services for the airline industry. Profitable for many years, ITA Software recently closed \$100 million in equity financing - noted as one of the largest venture deals to be completed in the New England area over the past five years. ITA Software recently was named as one of the Best Places to Work in 2006 by the Boston Business Journal.

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