



ITA Software Press Release

Atlanta Journal-Constitution Selects ITA Software to Provide Air Travel Information to Readers *Newspaper and Web Site Now Using ITA Software's Airfare Shopping Technology for Improved Content*

(Cambridge, MA, August 13, 2003) - ITA Software, the leader in innovative airline distribution technology, announced today that The Atlanta Journal-Constitution is now carrying ITA Software's daily low fares to the most popular domestic and international destinations from Hartsfield Atlanta International Airport.

Both the Journal-Constitution and its Web site, ajc.com, are making ITA Software's low airfares available to their readers. The Journal Constitution is the largest newspaper in Atlanta and reaches 58 percent of the Atlanta online market.

ajc.com now lists the lowest published 21-day advance roundtrip airfares from Hartsfield International Airport to approximately 50 destinations such as Denver, Honolulu, Paris, and Tokyo. The Atlanta Journal-Constitution also publishes highlights of the low fares each week in the print edition.

"ITA's airfares list provides an excellent service to the readers and users of the Atlanta Journal-Constitution and ajc.com as they start the planning process for vacations or weekend getaways," said Ellen K. Voss, director of content development for ajc.com. "Atlanta is a major hub for national and international flights, and we expect more and more users to take advantage of the Monday through Friday updates."

"Our airfare shopping engine enhances the online shopping experience," said Jeremy Wertheimer, president and CEO of ITA Software. "We are delighted to be showcasing low fares for one of the largest newspapers in the country. The Atlanta Journal-Constitution is using this technology to help their readers with their travel planning."

About ajc.com

ajc.com is a brand of the Atlanta Journal-Constitution, a wholly owned subsidiary of Cox Newspapers, one of the largest and oldest media companies in the U.S. In addition to its newspaper interests, Cox Enterprises operates radio and television stations as well as cable systems around the country.

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 companies including ORBITZ, America West Airlines, Air Canada, Continental Airlines, Galileo International, Accovia, and others. ITA Software was founded by computer scientists from the Massachusetts Institute of Technology.

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

Ellen Voss
ajc.com (Atlanta Journal-Constitution)
404-526-7605
evoss@ajc.com