



ITA Software Press Release

ITA Software and Highwire to Deliver Best Fare Selection to Corporate Travel Market *Relationship will save corporations time, money with best-of-class fare search and booking solutions*

SEATTLE and BOSTON – JULY 31, 2000 - Highwire, a Seattle-based business-to-business Internet and travel technology services company, has signed an agreement with ITA Software, developer of the world's most advanced flight shopping technology, to integrate ITA's revolutionary fare searching solution with Highwire's suite of corporate travel tools focused specifically for the mid-sized corporate travel market. The integrated solution will create a system that conducts advanced searches for all airfare data, independent of the source, to deliver the best airfare options and booking capabilities based on the user's travel requirements.

ITA's search engine uses proprietary algorithms to find the lowest fares and flight options for any travel request – a major advancement in comparison-shopping for travel and the first new airfare shopping technology introduced in decades. This comprehensive information enables corporate travel agents and managers to easily make the travel choices that are best for their customers. By quickly identifying the best possible fares and routes, this tool saves them time, and it saves their customers' money on purchasing air travel.

"Highwire's suite of Web-based corporate travel products maximizes our customer's ability to plan, book and manage travel with the level of service and support they need, when they need it," said Marka Jenkins, co-founder, president and CEO of Highwire. "Partnering with ITA Software gives us access to their unequalled search technology of both negotiated and public fares to ensure that our customers receive the most complete data to help them control travel expenses. Travel managers and online booking companies alike have recognized the difficulties with implementing negotiated fares properly in self-booking solutions. We think our partnership with ITA solves the negotiated fare issue."

ITA's fare search technology is built on an open platform for easy integration with travel booking solutions for a broad array of customers including corporations, airlines, online booking sites, travel agencies, computerized reservations systems and tour operators.

"Our new relationship with Highwire underscores the flexibility of our solution to help meet many customer's differing needs. We're extremely pleased that Highwire has chosen our fare search technology to integrate with their robust suite of corporate travel solutions for their broad base of clients," said Jeremy Wertheimer, president and CEO of ITA Software.

"We're looking forward to leveraging the richness of ITA Software's unique methodologies and technology to further enhance our customer-focused corporate travel solutions. Coupled with our existing architecture, built on Galileo's XML Select, we believe we have a winning combination," Jenkins said.

Travel information is delivered through Highwire's product suite via a custom travel portal. Corporate customers and their employees use the portal as a gateway to the Internet to facilitate an array of travel-related services as well as management reporting and Web booking capabilities. Highwire is releasing a new, unique travel planning and booking engine which now will include the powerful features and capabilities of the ITA Software fare search engine. Graphically designed to showcase the corporate image and for ease of use, each site can quickly and efficiently be customized and maintained locally by the customer. Employees can further tailor their own private portals specifically dedicated to their personal needs. The result is dynamic, one-to-one marketing that can be facilitated and executed with minimal effort.

About ITA Software

ITA Software, Inc. (www.itasoftware.com) creates innovative software applications that solve difficult problems throughout the air travel industry. It has created a radically new platform for airfare pricing, low fare searching and air travel planning. This technology is licensed to web sites, airlines, travel agencies and reservation systems to provide high performance and cost effective travel planning solutions. ITA Software's unique PC-based technology provides customers with an open, low-cost platform that, among other things, improves the functionality and performance of travel planning, provides airlines with new pricing systems and competitive pricing tools, manages corporate travel, and enhances reservation center productivity. Based in Cambridge, Mass., ITA Software, Inc. is a privately held company founded by computer scientists from the Artificial Intelligence Laboratory at the Massachusetts Institute of Technology.

About Highwire

Highwire is a travel technology and services company that enables travel intermediaries and mid-to-small size corporations to more effectively manage their travel programs through the Internet. Highwire's product suite includes very a robust personalized portal technology and communication system, a next-generation travel booking engine built on Galileo's open architecture XLM Select platform and a comprehensive data information and reporting system. All products specifically are designed for increased adoption through easy user navigation, efficient processing and dynamically synchronized technologies. Highwire's headquarters are in Seattle, Washington, USA.

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