



ITA Software Press Release

LOT Polish Airlines Implements ITA Software's Airfare Pricing and Shopping System to Power Its Consumer Web Site

European Airline Achieves Greater Operational Efficiencies and Significant Cost Savings

(CAMBRIDGE, Mass. - September 10, 2007) - ITA Software, the leading provider of innovative airline IT and services, today announced that its airfare pricing and shopping system, QPX, has been implemented by LOT Polish Airlines, a member of the Star Alliance. Using QPX to streamline online travel queries and processes, LOT Polish Airlines has recognized significant cost savings and improved the online shopping experience for customers visiting www.LOT.com.

With more customers being drawn to self-service travel booking, LOT Polish Airlines turned to the computing capabilities of ITA's QPX system to create a single process for calculating multiple query options such as fares, rules, schedules, currencies and seat availability. This streamlined approach reduced the costs associated with supporting its rapidly growing online channel and resulted in more efficient, responsive web site performance.

"Improving the user experience of LOT.com is a primary focus for us," said Radoslaw Dutkowski, manager, E-Commerce, LOT Polish Airlines. "Implementing ITA Software's QPX system has allowed us to offer a better online shopping experience while recognizing impressive cost savings and operational efficiencies. We're pleased with the initial results and are already planning future improvements, to take full advantage of the enhanced shopping capabilities available through QPX."

Faster, more efficient and more flexible than traditional airfare pricing systems, QPX computes potentially billions of combinations of flights and fares in order to deliver better and more comprehensive results. Built on open systems and delivered as a managed service on an application service provider (ASP) basis, QPX is highly scalable and configurable. It provides customers such as LOT Polish Airlines with the efficiency, flexibility and cost efficiency demanded in today's highly competitive market.

"We are proud to add LOT Polish Airlines to our growing portfolio of European customers. We look forward to working with this innovative airline as it leverages the potential of QPX, and drives even greater efficiencies and value from its direct sales channels and LOT.com in particular," said David Peller, regional vice president business development, EMEA and India, ITA Software.

About ITA Software

ITA Software (www.itasoftware.com) is a leader in providing innovative information technology for the airline industry. ITA developed the industry's most comprehensive airfare shopping system, which is used by leading travel companies such as Aeroplan, Alaska Airlines, Alitalia, Continental Airlines, US Airways, Farecast, Kayak, Orbitz and others. ITA is currently building a new passenger reservation system with launch partner Air Canada. In 2006 and 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.

About LOT

LOT Polish Airlines has connected Poland with the world for more than 78 years. In 2006 LOT has carried 3.7 million passengers. LOT's fleet is one of the most modern in Europe. In 2008 LOT Polish Airlines will become the first European airline to have in its fleet Boeing 787 Dreamliner airplanes.

About LOT Continued

Among LOT's pilots are champions of the world and Europe in all kinds of air sports. LOT Polish Airlines belongs to Star Alliance, whose member airlines offer 16 000 flights daily to 855 airports in 155 countries.

###

MEDIA CONTACTS:**ITA Software, Inc.**

Cara Kretz
847/382-8314
cara@itasoftware.com

Fama PR

Liz Campbell
617-758-4149
ita@famapr.com