



ITA Software Press Release

TAP Portugal Implements ITA Software's QPX System to Deliver Expanded, More Flexible Online Airfare Pricing and Shopping Features

Deployment Increases Travel Bookings and Improves Overall Customer Experience For Leading European Airline

CAMBRIDGE, Mass. -- June 27, 2008 -- ITA Software, Inc., the leading provider of innovative Software as a Service (SaaS) solutions to the airline industry, today announced TAP Portugal has selected and implemented QPX, the industry's premier management system for airfare pricing and shopping. TAP Portugal is a leading European airline and member of the Star Alliance. The airline selected QPX to support its commitment to delivering more flexible, feature-rich options for users of its Web site, www.flytap.com, resulting in a high-quality customer experience and driving increased revenue for the carrier.

In addition to Alitalia and LOT Polish Airlines, TAP Portugal is the third European carrier to select ITA Software to support an improved online airfare shopping experience for their customers. Leveraging the comprehensiveness, breadth and depth of QPX, TAP Portugal can provide travelers with the best quality and choice in the industry.

"Through our partnership with ITA Software, we're able to leverage the innovative QPX system to ensure that we are delivering an optimal travel experience to our customers from booking through trip completion," said Dr. Luis Monteiro, vice president of marketing, TAP Portugal. "Since the QPX deployment, we've experienced immediate results including strong online sales and overwhelmingly positive customer feedback and we plan to expand our use of the system for more improvements in the near future."

TAP Portugal selected QPX based on ITA Software's track record for ease-of-implementation and ability to create new operational efficiencies for airlines by streamlining the calculation of multiple query options such as fares, rules, schedules, currencies and seat availability. Delivered in a hosted managed services model, the flexible, scalable nature of the system will easily support TAP's plans for offering online access to more complex product offerings.

"TAP Portugal's commitment to meeting quality of service goals for its customers is clear, and they are highly motivated to fully exploit the deep computing capabilities of QPX to meet their expanding needs," said David Peller, regional vice president of business development, EMEA and India, ITA Software. "It's exciting to work with an airline that is as enthusiastic about the multiple applications of QPX as we are. We look forward to continuing to work together to deliver on TAP's customer promise for quality and choice."

About TAP Portugal

TAP Portugal is the Portuguese leading airline, member of Star Alliance since March 14, 2005, the same day on which the company also celebrated its 60th anniversary. Its hub in Lisbon is a key European gateway at the crossroads of Africa, North & South America, where TAP stands out as the leading carrier in operation to Brazil, with 67 frequencies a week. Currently, TAP network comprises 58 destinations in 25 countries worldwide. TAP operates over 1,850 weekly flights in average on a modern fleet of 53 Airbus aircraft, to which add some more 16 aircraft servicing PGA, acquired in 2007. Globally, the Company's current fleet now comprises 69 aircraft. Pursuing its customer focused orientation, TAP continuously invests in innovation and new technologies, whose potentialities add to deliver safe, reliable and upgraded product & services, tailored to meet customers' expectations.

About ITA Software

ITA Software (www.itasoftware.com) is a leader in providing innovative Software as a Service (SaaS) solutions to 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, United Airlines, US Airways, Hotwire, Kayak, Orbitz and others. ITA is currently building a radically 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. ITA was founded by computer scientists from MIT.

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