



ITA Software Press Release

LOT Polish Airlines Expands Use of ITA Software's QPX Airfare Pricing and Shopping System to Offer Flexible Weekend Search

Powerful Search Capabilities Allow Customers to Book Cost-Effective Weekend Flights Based on their Date and Travel Preferences

CAMBRIDGE, Mass. -- August 20, 2008 -- ITA Software, Inc., the leading provider of innovative Software as a Service (SaaS) solutions to the airline industry, today announced that LOT Polish Airlines has launched a new weekend airfare search capability using ITA Software's QPX system. By further expanding its use of QPX, the industry's premier management system for airfare pricing and shopping, LOT Polish Airlines is able to create new consumer-driven products that will increase bookings being made through the airline's Web site, www.lot.com.

QPX's weekend airfare search capability enables consumers to find the most cost-effective weekend excursions without being locked in to a specific date. For price-conscious travelers looking to get away for a couple of days, this functionality provides the most travel options, sorted by cost, for weekend travel in whatever 31-day time period they choose.

"Many travelers want to take weekend trips if the price is right, but get frustrated when they are forced to enter a specific date," explained Radoslaw Dutkowski, manager, E-Commerce, LOT Polish Airlines. "With this weekend search functionality, we're providing those leisure shoppers with a simple way to search for the best deals to an endless array of optimal times. This enhanced capability, available only through QPX, is helping us continue to improve our customer's online shopping experience by offering more flexible options."

An ITA customer since 2007, LOT Polish Airlines began using QPX to streamline online travel queries and processes to improve the online shopping experience for customers visiting www.lot.com. Since the original implementation, the airline has recognized significant cost savings and improved operational efficiencies. LOT Polish Airlines continues to work closely with ITA to identify new opportunities to launch Internet-based, value-added consumer products.

"QPX is uniquely designed to search deeply for the most travel combinations based on a consumer's preferences," said David Peller, regional vice president business development, EMEA and India, ITA Software. "We are thrilled that LOT Polish Airlines is taking advantage of this novel capability within the system to offer its customers an easy way to search for the most cost-effective weekend flight excursions."

About LOT

LOT Polish Airlines has connected Poland with the world for more than 79 years. In 2007 LOT has carried 5.7 million passengers. LOT's fleet is one of the most modern in Europe. In 2010 LOT Polish Airlines will become the first European airline to have in its fleet Boeing 787 Dreamliner airplanes. 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 18 100 flights daily to 975 airports in 162 countries.

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 American Airlines, 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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