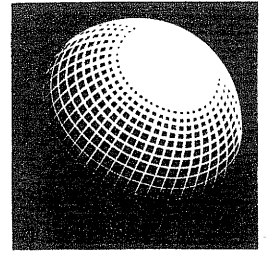


INFORMATION



amadeus

FOR IMMEDIATE RELEASE

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AMADEUS ANNOUNCES NEW LOW FARE SEARCH PRODUCT RANGE AND FORMS TECHNOLOGY PARTNERSHIP WITH ITA SOFTWARE

*-- Application of Revolutionary Algorithm to Generate Much Wider
Choice of Lower Fares for Customers --*

MADRID AND MIAMI, August 23, 1998 - Amadeus announced today that it is to release a new, revolutionary low fare search product range that will dramatically change the way customers search for and receive fare and flight information. The range will feature a comprehensive low fare search algorithm – incorporating fares, rules, routings and flight schedules – developed by ITA Software, a research and development company in which Amadeus has acquired a 20 percent stake. ITA Software, founded by a group of computer scientists from the MIT Artificial Intelligence Laboratory, is based in Cambridge, Massachusetts. A version of the product was shown today in Miami at Summit XI, Customer Conference of Amadeus' Miami-based US National Marketing Company (NMC).

ITA's technologically superior algorithm, for which a patent is pending, performs extensive calculations to find the lowest fare on a variety of different flight routes – and all within just a few seconds. Agents using the Amadeus low fare search product stand to win by having quick access to the lowest fares. This technology will allow them to request a low fare for several consecutive dates with one single entry. Likewise, they will be able to look up the lowest fare for a combination of origins and destinations, again with just a single entry.

“Unlike other search algorithms, which only examine a few routings, our proprietary algorithm evaluates practically all of the relevant possibilities, and our interactive client programs enable users to quickly examine these options, explore various ‘What if...?’ scenarios, and zero-in on the best solutions,” explained Jeremy Wertheimer, Ph.D., President and CEO of ITA Software.

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The Amadeus low fare search product range is due to be rolled out in 1999, with new features to be added as it evolves. The ITA GUI is to be integrated into Amadeus' range of front office products, including Project Vista – the new Amadeus Web-based front office system.

“The new low fare search product plays a critical role in Amadeus' strategy to re-engineer the booking process and to provide our customers with technologically superior solutions. As a result of this new product, Amadeus agents will soon have the lowest fares at their fingertips, and will be able to offer their customers a myriad of cost-effective alternatives,” said Philippe Chérèque, Amadeus' Vice President of Product Strategy. “Partnering with ITA Software marks a breakthrough in the evolution of a truly powerful Low Fare Search engine and we look forward to working with them on many other initiatives in the future.”

ITA Software develops new technologies for the travel industry.

Amadeus is used by more travel agencies than any other global distribution system (GDS), with nearly 44,000 travel agency locations connected to its data processing center as well as the sales offices of over 100 airlines worldwide. Agents can make airline, car and hotel bookings with more than 480 airlines, 60 car rental companies and 48,000 hotel properties, as well as a full range of other travel services.

All news releases and related information issued at Summit XI are available at:
<http://www.amadeuslink.com/announce.stm>

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