

ITA Software goes back into Orbitz

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ITA Software is flying high once again. The Cambridge-based company, which provides the core technology behind online travel giant Orbitz, has extended its contract with Orbitz until 2007.

During the spring of 2000 ITA signed a deal with Orbitz to provide the shopping and pricing technology behind the site, which was formed by Delta, American, Continental, Northwest and United Airlines.

Under the new licensing agreement Orbitz will offer ITA's technology to travel agencies and agents who can access the ITA system by using their computer reservation system (CRS) workstation.

"We are very pleased to have extended and expanded our licensing agreement with Orbitz," said Jeremy Wertheimer, founder and chief executive of ITA.

ITA executives, who boasted \$10 million in revenues last year, would not disclose the value of the new and extended contract.

Wertheimer, an MIT graduate, began developing the software in 1992. It wasn't until 1996 that Wertheimer used \$5 million in funding from friends and family to start the business. ITA landed its first customer in 1998.