



ITA Software Press Release

Cara Kretz, prominent travel industry marketing executive, joins ITA Software as Vice President of Marketing

(Cambridge, MA, October 1998) - ITA Software is pleased to announce that it has recently appointed Cara Kretz to the position of Vice President of Marketing, effective September 1998.

Cara was previously Director of Sales & Marketing with Galileo International, where she was responsible for the fares product line. She had global responsibility for marketing, sales, product development and database operations overseeing staff in multiple countries. She was instrumental in successfully launching GlobalFares, Galileo's fare quote system, and creating a new business line for airlines using fare quote services in their airport and city ticketing offices (ATOs & CTOs).

Cara has over 25 years experience in the travel industry. Prior to taking over responsibility for the fares product at Galileo International, she held a variety of managerial positions with United Airlines, Covia, and Galileo International. Having worked in most areas of travel, including CRS, airline, and travel agency management, she brings an integrated view of travel customer needs and business processes to ITA.

ITA Software recently formed a technology partnership with Amadeus, whereby the global distribution system acquired a 20% stake in the company. ITA's President & CEO, Dr. Jeremy Wertheimer, said: "Cara brings to our company the proven ability to market travel products. We are pleased to have her join us, and believe that with her extensive travel industry experience and significant talents she will contribute greatly to ITA Software, especially at this exciting time of growth for our company".

Commenting upon her appointment, Cara said: "The first time I saw ITA Software's technology, it captured my imagination, and I immediately saw the powerful impact it could have on the travel industry. This extraordinary group of computer scientists had solved one of the hardest problems in fare quote computation. I feel fortunate to work with ITA Software to bring this technology to market and help create a new world of travel planning."

ITA Software, a research and development company specializing in the advancement of technology for the travel industry, is based in Cambridge, Massachusetts. It was founded in 1994 by a group of computer scientists from the MIT Artificial Intelligence Laboratory. Last August, the company signed a technology partnership with Amadeus, the world's leading global distribution system with over 44,000 travel agencies and the sales offices of over 100 airlines worldwide connected to its data processing center.

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