



# ITA Software Press Release

## ITA Software Announces PyCon 2007 Sponsorship, Event Participation

**(CAMBRIDGE, Mass. - February 20, 2007)** - IITA Software, the leading provider of innovative airline IT and services, today announced its participation in PyCon 2007, taking place February 23-25, 2007 in Addison, Texas. The company is a Platinum Sponsor of this community-oriented conference that targets developers of Python applications. ITA Software will be demonstrating its use of Python for developing airfare shopping and reservations management solutions.

Based on its flexibility and the problem-solving skills of people who practice it, Python is the only programming language ITA Software uses across the board . from core engineering to daily ad hoc analysis tasks. The company views Python as a key driver of innovation and productivity, and has found that with Python, its employees are able to spend more time on problem solving, rather than writing code. In addition to its demonstrations at the show, ITA Software will also be participating in PyCon.s Lightning Talks.

" We look forward to participating in PyCon this year because it.s such a tremendous developer community event. ITA was drawn to Python not only for its flexibility, but also by the types of people who tend to practice it . ambitious with tremendous problem solving skills,. said Simon Smith, vice president of Software Operations, ITA Software.

ITA Software has recruited some of the industry.s best and brightest software engineers to solve the travel industry.s most daunting challenges related to reservations, flight availability and booking. The company is proud of its recruiting and retention capabilities, recently exceeding its 2006 hiring goals. ITA Software is actively recruiting Python engineers, visit the Careers page at <http://www.itasoftware.com/careers> to learn more.

To learn more about PyCon, visit <http://us.pycon.org/TX2007>.

### About ITA Software

ITA Software ([www.itasoftware.com](http://www.itasoftware.com)) was founded by computer scientists from the Massachusetts Institute of Technology in 1996 and is based in Cambridge, MA. ITA Software is the leading provider of innovative technology and services for the airline industry. ITA developed the industry.s most comprehensive airfare pricing, shopping and availability management system. This system is in use by leading travel companies such as Aeroplan, Alaska Airlines, Alitalia, Continental Airlines, US Airways, Kayak, Orbitz, Farecast, and others. ITA is currently building a completely new passenger reservation management system that is flexible and customer-centric. In 2006 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.

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