



ITA Software Press Release

Alaska Airlines Turns to QPX by ITA Software

(Cambridge, MA, January 21, 2004) - Alaska Airlines has turned to QPX by ITA Software to provide the airfare shopping capabilities on alaskaair.com. Customers will now find a broader range of schedule and fare choices on Alaska Airlines and Horizon Air.

"This new partnership with ITA will allow us to expand and grow alaskaair.com to give our customers better service and even more flexibility," said Steve Jarvis, Alaska's staff vice president of e-commerce and distribution. "This is in keeping with Alaska Airlines' tradition of being at the forefront of technological advances for our customers."

Alaska Airlines became the first North American carrier to sell tickets online in 1995 and in 1999 was the first airline in the world to allow customers to check-in for flights via the Internet. Alaska Airlines was named 2003 Technology Leader of the Year by Air Transport World Magazine.

Jarvis said that Alaska currently receives 30 percent of its total bookings via alaskaair.com. Alaska Airlines is the nation's ninth largest carrier.

"Alaska Airlines is a well known leader of using advanced technology to solve complex problems." said Jeremy Wertheimer, President and CEO, ITA Software. "We're excited to be working with them to deliver the technology on which to drive direct distribution and significantly reduce costs."

Alaska and its sister carrier, Horizon Air, together serve 80 cities in Alaska, the Lower 48, Canada and Mexico. For reservations visit www.alaskaair.com. For more news and information, visit the Alaska Airlines Newsroom on the Internet at <http://newsroom.alaskaair.com>.

About ITA Software

QPX by ITA Software, Inc. (www.itasoftware.com) is the world's leading airfare pricing and shopping system. QPX delivers significant cost-savings and powerful functionality to leading air travel companies including Orbitz, Air Canada, America West Airlines, Continental Airlines, Galileo International, Accovia and others. ITA Software was founded by computer scientists from the Massachusetts Institute of Technology.

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