



# ITA Software Press Release

## **Farelogix to Offer ITA Software Airfare Shopping and Pricing Capabilities Through its Core Platform**

*Integrated Solution to Provide the Industry's Most Comprehensive, Reliable Search Capabilities for Farelogix Customers*

MIAMI and CAMBRIDGE, Mass.—January 29, 2008 — Farelogix and ITA Software today announced an agreement to integrate ITA Software's QPX System with the Farelogix FLX™ Platform. By adding the travel industry's premier airfare pricing and shopping system to the multi-source content distribution solution offered by Farelogix, Travel Management Companies (TMCs) will have access to the most accurate and comprehensive pricing and low-fare shopping results available. TMCs will also be able to apply all the unique business, usage and optimization rules available through the FLX Platform to content sourced from the QPX System.

"The TMCs we work with have identified ITA's QPX as a valuable content source, making it a logical and straightforward decision to deliver this capability to our customers," said Jim Davidson, CEO of Farelogix. "Our customers demand independence, choice, and flexibility when it comes to content sourcing and optimization. Our goal is to give our customers complete control in their sourcing requirements, providing them with a definite competitive advantage."

The Farelogix FLX Platform enables TMCs to source travel inventory from a variety of channels, including supplier-direct connections, Global Distribution Systems (GDS), as well as private and web-based content sources. With the addition of ITA's QPX System, TMCs can enhance their service delivery by offering greater search, shopping and pricing capabilities.

"TMCs require flexible sourcing options to meet the needs of their customers, and having a distribution outlet like Farelogix is an efficient and effective way to deliver the benefits of QPX to a wider customer base," said Gianni Marostica, chief commercial officer, ITA Software. "As highly complementary systems, we are able to easily combine the power of content and business rules to support the business goals of TMCs."

ITA Software's QPX technology dramatically enhances the shopping capabilities of airlines and travel agencies. Faster, more efficient and more flexible than traditional airfare pricing systems, QPX computes potentially billions of combinations of flights and fares in order to deliver better and more comprehensive results. Built on open systems and delivered as a managed service on an application service provider (ASP) basis, QPX is highly scalable and configurable.

### About Farelogix

Farelogix is a leading provider of lower-cost, multi-sourcing distribution and optimization technology to the global travel industry. Farelogix was founded in 1998 and counts among its customers some of the largest travel companies in the world. Farelogix has offices in Toronto, Canada and Miami, Florida. For additional information, visit [www.farelogix.com](http://www.farelogix.com).

### About ITA Software

ITA Software ([www.itasoftware.com](http://www.itasoftware.com)) developed the industry's most comprehensive airfare pricing and shopping system, which is used by leading travel companies such as Aeroplan, Alaska Airlines, Alitalia, Continental Airlines, US Airways, Hotwire, Kayak, Orbitz, Sidestep and others. ITA is currently building a new passenger reservation system with launch partner Air Canada. The company is based in Cambridge, Massachusetts. ITA Software was founded by computer scientists from the Massachusetts Institute of Technology.

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