



ITA Software Press Release

SITA AND ITA SOFTWARE PARTNER TO DELIVER ADVANCED AIRFARE SYSTEM

More informed airfare choice for passengers with first international pricing system based on open systems technology

ATLANTA, GA and CAMBRIDGE, MA, 15 October 2001- SITA has partnered with ITA Software Inc to provide airlines, reservation agents and travel agency systems with the world's first international airfare pricing system based on open systems technology. The enhanced AIRFARE Plus service locates the lowest available fare for passengers, giving faster and more in-depth search capability by analyzing and matching travel itineraries with the billions of available seats and fare combinations.

The system will enable over 120 airlines, travel agency systems and numerous reservation agents already using SITA's AIRFARE to offer a wider range of airfare pricing and travel planning services to their customers. Additionally, it will include full airfare information for Canadian and US domestic travel, making it a truly global fare quotation service.

The fully customizable solution reacts rapidly to changes in pricing and provides airlines the opportunity to further reduce operational and distribution costs by offering e-commerce and e-business capabilities.

"SITA is the largest provider of hosted services to the world's airlines and we are delighted to join with ITA to increase the capability of our hosted airfare service for customers. In the current harsh operating climate, it is vital for airlines to use the latest technology to contain operational costs, as well as improve their service offering and rebuild passenger confidence," said Bob Thorpe, SITA's Vice President of Passenger Solutions.

"By combining SITA's global presence, expertise and experience with ITA's innovative pricing technology we will create a vastly more efficient and effective solution for airlines, travel agency systems and reservation agents. This agreement offers a unique opportunity to create a new industry standard for airfare pricing and shopping technology that benefits both buyers and sellers of air travel," said Jeremy Wertheimer, ITA Software's Chief Executive Officer and President.

SITA's AIRFARE is the world's leading shared fare quotation and itinerary pricing service and forms part of SITA's wide portfolio of reservation, information and booking solutions, all provided over the largest network in the world. AIRFARE's database is regularly updated to allow subscribing airlines and travel agents access to reliable fares data. The system features over 160 million fares and users have the assurance of being able to quote the best available fare for their passengers. AIRFARE can calculate routings with up to 16 flight sectors.

About SITA

With over 50 years' experience, SITA is today the world's leading provider of integrated information and telecommunications solutions to the air transport industry. SITA has around 740 members and 1,800 customers including airlines, airports, travel distribution and computer reservation systems, governmental organizations, aerospace and airfreight companies. SITA recorded corporate revenues of over US\$1.57 billion in 2000. Further information can be found at www.sita.int

About ITA Software

ITA Software Inc. (www.itasoftware.com) has developed the world's most advanced system for airfare pricing, airfare shopping, scheduling, seat availability, booking and travel planning. ITA Software's system surpasses mission-critical standards, operates on inexpensive hardware, is fully scalable and may be easily customized and integrated with other applications. ITA Software licenses this technology to ORBITZ, Delta Air Lines, Amadeus, SITA and others. ITA Software was founded by computer scientists from MIT's Artificial Intelligence Laboratory.

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