



ITA Software Press Release

ITA Software Delivers Branded Fare Shopping Experience for TAP Portugal *Leading European Airline Enhances its Web Site with ITA Software's QPX Pricing and Shopping System to Merchandise Innovative Branded Fare Products on www.flyTAP.com*

CAMBRIDGE, Mass. -- October 15, 2008 -- ITA Software, Inc., the leading provider of innovative solutions to the airline industry, announced that TAP Portugal has enhanced its use of QPX, the industry's premier management system for airfare pricing and shopping. TAP Portugal recently launched five innovative Branded Products using the advanced shopping capabilities of QPX.

Through its use of QPX, TAP Portugal is able to deliver an improved customer experience, greater transparency and more flight options to its ever growing number of online customers. TAP Portugal's web site has been redesigned to shop each of the five new Branded Products and to effectively merchandise them to customers. Each of the five products is shown for each flight, with every option checked by QPX for seat availability. The enhanced shopping process is highly efficient and designed to deliver greater value – both to TAP Portugal's customers and to the airline itself.

The new Branded Fares include:

- tap | executive – focused on comfort, personalized service, efficiency, swiftness and total flexibility;
- tap | plus – ensuring swiftness and total flexibility;
- tap | classic – delivering convenience and flexibility;
- tap | basic – providing very good value;
- tap | discount – ensuring the very lowest price

"Adding branded products reflects TAP Portugal's commercial philosophy: to provide our customers with a simple way to travel and the freedom of choice. ITA Software's QPX gives us the flexibility we need to offer these innovative products to our customers and, as such, one flight now offers five different price and service options to meet their needs," said Dr. Luis Monteiro, vice president marketing, TAP Portugal. "QPX makes it simple and efficient for us to provide the widest choice to our customers throughout their travel shopping experience."

"Following so soon after TAP Portugal's initial and very successful launch of ITA Software's QPX system, we're excited to see them exploit our innovative fare merchandising capabilities," said David Peller, regional vice president of business development, EMEA and India, ITA Software. "With just one simple search of QPX, TAP Portugal is able to offer customers five different fare products for each and every available flight. By differentiating its products and through its use of QPX, TAP Portugal is well placed to grow significantly its direct web sales in the coming year and to increase significantly the average transaction value."

About TAP Portugal

TAP Portugal is the Portuguese leading airline, member of Star Alliance since March 14, 2005, the same day on which the company also celebrated its 60th anniversary. Its hub in Lisbon is a key European gateway at the crossroads of Africa, North & South America, where TAP stands out as the leading carrier in operation to Brazil, with 67 frequencies a week. Currently, TAP network comprises 58 destinations in 25 countries worldwide. TAP operates over 1,850 weekly flights in average on a modern fleet of 53 Airbus aircraft, to which add some more 16 aircraft servicing PGA, acquired in 2007. Globally, the Company's current fleet now comprises 69 aircraft. Pursuing its customer focused orientation; TAP continuously invests in innovation and new technologies, whose potentialities add to deliver safe, reliable and upgraded product & services, tailored to meet customers' expectations.

About ITA Software

ITA Software (www.itasoftware.com) is a leader in developing innovative solutions for the travel industry. ITA's QPX, the industry's most comprehensive airfare shopping system, is used by leading airlines and online travel companies worldwide including Alaska Airlines, American Airlines, Cleartrip, Continental Airlines, Hotwire, Kayak, Orbitz, TAP Portugal Airlines, United Airlines, US Airways and others. ITA is currently building a radically new passenger reservation system with launch partner Air Canada. ITA was named as one of the Best Places to Work by the Boston Business Journal, and received the Economic Impact award from the Massachusetts Alliance for Economic Development and Deloitte's Technology Fast 500 award. In 2008, the company was ranked as an Inc. 5000 fastest growing private company. ITA was founded by computer scientists from MIT and is headquartered in Cambridge, Mass.

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