



ITA Software Press Release

ITA Software and FareCompare.com Lead More Than 15,000 Travelers to Real-Time Airfare Deals

Easy-to-Use Twitter Application One of Many Innovative Shopping Tools Developed Through Partnership

ORLANDO -- November 17, 2009 -- The PhoCusWright Conference - Booth #1 -- ITA Software, Inc., the leader in developing innovative solutions for the travel industry, and FareCompare.com, the independent airfare comparison shopping site, today announced that more than 15,000 travelers are now taking advantage of FareCompare's When-to-Fly Real-Time Airfare Alerts available via Twitter – <http://www.farecompare.com/twitter> – for immediate updates on airfare deals. Introduced in July, the free and easy-to-use Twitter application is part of FareCompare's real-time alerts service powered by ITA Software's QPX system, which provides robust airfare search results and the most accurate seat inventory.

Since the launch, consumers with public Twitter accounts have been benefiting from FareCompare's real-time airfare alerts that can be tracked by the twitter handle of their preferred airport, such as @flyfromATL and @flyfromDFW. Followers who want to keep on top of cheap flights from more than 170 cities throughout the United States and Canada can get the latest alerts from any Internet access point, including their mobile phone, the minute a deal is made available. Every day, FareCompare tweets more than 2,500 price-drop messages across its 170 Twitter departure city accounts – giving followers first dibs on great deals on flights worldwide.

"The lowest priced airline seats disappear quickly so being the first to know about deals is crucial for shoppers," shares Rick Seaney, FareCompare CEO. "By combining our sophisticated software systems with ITA's QPX technology, we're able to process billions of queries in real-time from more than 500 airline feeds worldwide. And via Twitter, we deliver deals to shoppers faster than ever before, putting our followers first in line for the cheapest seats when airfares change."

FareCompare's When-to-Fly Twitter app complements the website's already popular real-time email alerts, also made possible with QPX. Since the partnership between the two companies began a year ago, FareCompare has rolled out several new innovative tools powered by ITA's technology that further enhance the online airfare shopping experience for its customers including Cheap Travel Deals, destination shopping and Smart Shopper tools. For any search, QPX allows FareCompare shoppers to quickly check hundreds of travel date combinations with just one click.

"The flexibility and customizable nature of QPX enables us to work with our partners such as FareCompare to create novel tools that make airfare shopping easy and fun for their customers," said Gianni Marostica, chief commercial officer, ITA Software.

About FareCompare.com

FareCompare.com is an independent airfare shopping site with all the tools necessary to help consumers find the best deals available quickly and easily - and find them first. That's because FareCompare is not the typical airfare "meta search" comparison shopping site.

Every day, FareCompare processes feeds from more than 500 airlines - totaling more than 270,000 city pairs worldwide - making FareCompare a comprehensive one-stop airfare shopping experience. Plus, FareCompare's proprietary software and robust processing power delivers a speedy and easy shopping experience.

About ITA Software

ITA Software, Inc. (www.itasoftware.com) is the leader in developing innovative solutions for the travel industry. Hailed as a catalyst for change in the online travel industry, ITA provides the world's leading airlines and travel distributors with the technology they need to improve the customer experience, identify new revenue streams and become more operationally efficient. ITA is used worldwide including Air Canada, Alitalia, American Airlines, Continental Airlines, FareCompare, Fly.com, Hotwire, Kayak, Microsoft's Bing, Orbitz, TAP Portugal Airlines, TripAdvisor, United Airlines, US Airways and others. ITA now offers a completely new passenger services system that will dramatically improve business agility and the customer experience for airlines. ITA Software was founded by computer scientists from MIT and is headquartered in Cambridge, Mass., USA.

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