



# ITA Software Press Release

## Alitalia turns to QPX to Drive Direct Sales

**ROME, ITALY and CAMBRIDGE, Massachusetts, USA, 3 March 2004** - Alitalia announced today that it has successfully implemented QPX by ITA Software, the world's leading airfare pricing and shopping system, on Alitalia's main web site [www.alitalia.it](http://www.alitalia.it).

Alitalia's customers are now able to easily select from the widest range of fares available for travel anywhere on Alitalia's world-wide network.

"With QPX, we have seen an immediate and impressive improvement in Alitalia's on-line sales," said Vittorino Capobianco, Alitalia's Vice President of Direct Sales, Loyalty & Distribution. "And as importantly, ITA Software's system has enhanced the overall customer appeal of our web site."

"Alitalia is clearly demonstrating market leadership and innovation", said Jeremy Wertheimer, ITA Software's President and CEO. "Alitalia is the first European carrier to turn to QPX - modern technology that is also powering Orbitz, Continental Airlines, Air Canada, Galileo and other airline systems that are leading the way."

The QPX implementation has been a particular success story for Alitalia. The project was accomplished quickly and on-time - in less than three months from start to commercial launch.

Alitalia plans soon to make QPX available through many of its local web sites in countries around the world, enabling travelers wherever they live to easily find and purchase tickets on Alitalia.

### About Alitalia

Today, the Alitalia Group has revenues of about \$5,000 million and carries 22 million passengers a year, thanks to a young and efficient fleet of around 180 aircraft and the commitment of more than 22,000 employees in Italy and abroad. Alitalia offers millions of passengers throughout the world a unique, instantly recognizable travel experience based on quality and attention to detail. Taking care of customers has always played a central role in Alitalia's activities and strategies. And for this reason, Alitalia joined SkyTeam in 2001, one of the largest international alliances whose prestigious Partners include Air France, Delta Airlines, AeroMexico, Korean Air and CSA. The SkyTeam alliance has more than 8,000 flights a day to 512 destinations in 114 countries.

### About ITA Software

QPX by ITA Software is the world's first modern system for airfare pricing, airfare shopping and seat availability management in over thirty years. QPX has been proven to be best in the industry by Orbitz, Air Canada, Alaska Airlines, America West, Continental Airlines, Galileo, Accovia and others. QPX's proprietary technology makes it easy to quickly calculate all available airfares in response to a travel query and then to book and ticket any itinerary directly in a carrier's inventory system or in a CRS. QPX can be fully customized for different markets, market segments, channels or customers. Founded by computer scientists from the Massachusetts Institute of Technology, ITA Software provides innovative modern software solutions to the air travel industry.

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**ITA Software, Inc.:**  
Cara Kretz  
847/382-8314  
[cara@itasoftware.com](mailto:cara@itasoftware.com)

Philip Anast  
Tech Image Ltd. (For ITA Software)  
847/632-0040, x238  
[philip.anast@techimage.com](mailto:philip.anast@techimage.com)