



ITA Software Press Release

US Airways Selects ITA Software to Automate Ticket Reprice and Reissue Capabilities Across Its Customer Call Centers

ITA's ReShop Solution Accelerates and Simplifies Itinerary Changes, Improves Call Center Productivity and Increases Customer Satisfaction

CAMBRIDGE, Mass. -- April 7, 2008 -- ITA Software, the leading provider of innovative airline IT and services, today announced it has been selected by US Airways (NYSE:LCC) to automate exchange ticket shopping, reprice and reissue capabilities across the airline's customer call centers, airport kiosks and www.usairways.com. ITA's ReShop solution reduces costs and improves operational efficiencies by simplifying pre- and post-departure itinerary changes made by airline reservations agents and through self-service channels for international, domestic and interline travelers.

With this new, easy-to-use and intuitive automated reprice and reissue solution, ITA Software's ReShop product integrates the same level of sophisticated airfare shopping that the company's QPX System is known for. With ITA's ReShop, reservations agents and self-service tools are empowered to efficiently address customers' travel needs including shopping for the best airfare on last-minute destination changes, upgrades, refunds and exchanges. ReShop is the only product available in the industry that combines comprehensive shopping for the new itinerary with automated calculations on the itinerary changes for partially flown and wholly unflown tickets.

This deal expands US Airways' current relationship with ITA. The airline has been using ITA's QPX to power flexible date/calendar shopping, multiple-destination shopping, upsell, network selling and booking features available at www.usairways.com.

"ITA Software's ReShop solution will have a quantifiable impact to US Airways' bottom line by improving the accuracy of fare calculations associated with the ticket re-issue process. ReShop will also improve the customer experience by streamlining the multi-step, time intensive processes for making itinerary changes in our call centers, and by providing self-service options to our customers via usairways.com and our airport kiosks," said Brad Beakley, vice president, Reservations & Inventory Services, US Airways. "We are pleased with our existing relationship with ITA and, after evaluating other solutions, determined its ReShop solution was far more superior. We look forward to further expanding our partnership over the long term as we eventually roll out ReShop beyond our customer call centers to include www.usairways.com and airport kiosks."

ITA's ReShop was first announced in Fall 2007 as an extension to the QPX product line. Features include:

- Simultaneous pricing and shopping for multiple passengers and passenger types
- Enhanced revenue collection by significantly improving the accuracy and efficiency in the collection of both fare differences and fee collections
- Elimination of revenue leakage caused by inaccurate change fee assessments
- Reduction of interaction times to less than one minute, yielding significant labor savings per reprice/reissue transaction
- Support for industry standards including international pricing principles such as Cat 31 pricing logic to ensure airline repricing rules are followed
- All the advantages of ITA's QPX shopping

"Airlines like US Airways that are focused on simplifying the reservations process for their customers are quickly gaining competitive advantages through our ReShop feature. They're tackling one of the most complex

reservations processes in the industry – last minute itinerary changes, and associated refunds and exchanges – while taking advantage of all the benefits QPX has to offer,” said Gianni Marostica, chief commercial officer, ITA Software. “What really makes ReShop different from other similar solutions is its sophisticated shopping capabilities embedded within an itinerary exchange product that is easy-to-use for all users, not just select, specially-trained individuals.”

About US Airways

US Airways is the fifth largest domestic airline employing more than 36,000 aviation professionals worldwide. US Airways, US Airways Shuttle and US Airways Express operate approximately 3,800 flights per day and serve more than 230 communities in the U.S., Canada, Europe, the Caribbean and Latin America. US Airways is a member of the Star Alliance network, which offers our customers 17,000 daily flights to 897 destinations in 160 countries worldwide. This press release and additional information on US Airways can be found at www.usairways.com.

About ITA Software

ITA Software (www.itasoftware.com) is a leader in providing innovative information technology for the airline industry. ITA developed the industry’s most comprehensive airfare shopping system, which is used by leading travel companies such as Aeroplan, Alaska Airlines, Alitalia, Continental Airlines, United Airlines, US Airways, Farecast, Hotwire, Kayak, Orbitz and others. ITA is currently building a radically new passenger reservation system with launch partner Air Canada. ITA was founded by computer scientists from MIT.

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