



ITA Software Press Release

ITA Software Launches America West Airlines Travel Booking Web Site

High-performance technology delivers a scalable, cost-effective, tailored solution for americawest.com

(Cambridge, MA, July 31, 2002) - ITA Software Inc. announced today it has launched its market-leading airfare shopping and pricing system on America West Airline's consumer Web site, www.americawest.com. The scalable technology is incorporated with America West's booking engine, producing a seamless customer experience.

America West has become the first airline to use ITA Software's advanced technology for airfare shopping and pricing in domestic and international markets. ITA Software enables America West to search all possible fares for a selected itinerary and then provide customers with the lowest price available. America West is the only airline to offer this unique fare searching technology. Travel to all 88 of America West's destinations in the US, Canada and Mexico is available through the system.

"Integrating ITA's core technology with our proprietary booking engine gives our customers the assurance that they will receive the lowest fares available when visiting americawest.com," said Lloyd Parker, vice president, distribution for America West. "In addition to providing an enhanced experience for our customers, we will realize a significant cost savings by reducing our reliance on global distribution systems."

"The cost savings delivered by the ITA Software system - together with its unique and powerful functionality - were important considerations in the selection of ITA Software for America West Airlines' on-line booking site," said Jeremy Wertheimer, president and CEO of ITA Software.

ITA Software has developed the world's only airfare shopping, pricing, scheduling and availability system that is not dependent upon CRS legacy mainframe systems.

Significant cost-savings are also achieved through ITA Software's Availability Management System. This system optimizes seat availability queries to the carrier's inventory system, significantly reducing the overall cost of providing seat availability information to users.

The ITA Software airfare and shopping pricing system scales linearly on inexpensive computers, providing America West with economical and efficient means to handle any level of on-line demand.

America West has further realized cost savings by relying on ITA Software's application hosting service. At data centers located in Boston, ITA Software is providing America West with the highest level of 24/7 operational support and guaranteed system availability.

About America West Airlines

America West Airlines is the nation's largest low-fare, hub-and-spoke airline. Founded in 1983, it is the only carrier formed since deregulation to achieve major airline status. Today, America West is the nation's eighth-largest carrier and serves 88 destinations in the U.S., Canada and Mexico. America West is a wholly owned

About ITA Software

ITA Software (www.itasoftware.com) has developed the world's most advanced technology for airfare pricing, airfare shopping, scheduling, and seat availability. ITA Software is the only airfare pricing and shopping system that is not dependent upon Computer Reservation legacy mainframe pricing systems. ITA Software licenses this technology to ORBITZ, Delta Air Lines, America West Airlines, SITA, Amadeus, and others. ITA Software was founded by computer scientists from the Massachusetts Institute of Technology.

#

Press contacts:

Cara Kretz, ITA Software Inc.

Phone: (847) 382-8314

cara@itasoftware.com

Philip Anast, Tech Image Ltd. (For ITA Software Inc.)

Phone: (847) 632-0040 x238

philip.anast@techimage.com

Patty Nowack, or Janice Monahan, America West

Phone: (480) 693-5729

media.relations@americawest.com