



ITA Software Press Release

Southwest Airlines Utilizes ITA Software to Support Airline's Web Site Redesign and to Provide Opportunities for Future Southwest.com Enhancements

DALLAS and CAMBRIDGE, Mass. -- October 8, 2009 -- Southwest Airlines (NYSE: LUV) and ITA Software, Inc., the leader in developing innovative solutions for the travel industry, today announced advanced capabilities that support Southwest's web site enhancements and allows the airline to further extend the capabilities of southwest.com moving forward. Southwest selected ITA's QPX™ system to support its recent web site updates, making it even easier for customers to take advantage of the airline's industry-leading low fares.

QPX is a flexible, highly customizable system that easily supports Southwest's goals for improving the online experience. For example, Southwest is now able to offer a more robust online shopping experience by generating results associated with streamlined date and calendar search modifications. In addition to customer experience benefits, with QPX, Southwest can take advantage of advanced technology infrastructure to support additional initiatives like international code share partnerships.

"Southwest is committed to identifying new opportunities to ensure our customers have the best travel experience possible - and we know that often begins when a customer visits our web site. We enlisted ITA Software to support current and future enhancements to southwest.com," said Kevin Krone, Southwest Airlines vice president of marketing, sales and distribution.

"Consumers demand excellence from their travel experiences and we are working closely with Southwest to help them continue to deliver on that expectation. " said Gianni Marostica, chief commercial officer, ITA Software. "We are impressed with Southwest's ongoing commitment to its customers, a commitment that is clearly carried through to every aspect of its business. We look forward to a long-term partnership that builds on the successful launch of new southwest.com functionality."

About Southwest

Southwest Airlines is the most productive airline in the sky and offers Customers a comfortable traveling experience. Southwest offers all premium leather seats and plenty of legroom with a young all-Boeing 737 fleet. Southwest Airlines (NYSE: LUV) currently serves 67 cities in 34 states with service to Milwaukee starting Nov. 1. Based in Dallas, Southwest currently operates more than 3,300 flights a day and has more than 35,000 Employees systemwide.

About ITA Software

ITA Software (www.itasoftware.com) is the 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 travel distributors 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. 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., USA.

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