



# ITA Software Press Release

## **Cleartrip.com, India's Favorite Online Travel Agency, Launches ITA Software's QPX Airfare Pricing and Shopping System**

*ITA Continues International Expansion as Leading OTA Is First to Implement QPX in Rapidly Growing Indian Market*

CAMBRIDGE, Mass. -- August 7, 2008 -- ITA Software, Inc., the leading provider of innovative Software as a Service (SaaS) solutions to the travel industry, today announced that Cleartrip.com, India's favorite online travel agency, has launched QPX, the industry's premier management system for airfare pricing and shopping. Leveraging the flexibility of QPX will allow Cleartrip.com to continuously innovate, enhance and improve its Web site while providing customers with the best online shopping experience.

Cleartrip.com, ITA's first customer in India, selected QPX because of its comprehensive, flexible, customizable and scalable capabilities, together with its speed-to-market and ITA's proven track record of innovation. Using Cleartrip.com, customers will now be able to search and book international flight itineraries and will benefit from the extensive airfare shopping capabilities afforded by QPX.

"We selected ITA Software's innovative QPX system to ensure that our international flight search delivers the same best-of-breed user experience as our domestic search. Customers have come to hold Cleartrip's products to a very high standard and working with ITA has helped us deliver what our customers have come to expect from us," explained Hrush Bhatt, founder and director, Product & Strategy at Cleartrip.com. "We're also thrilled to be working with ITA as the two companies are a great fit in terms of culture, innovation and a focus on building cutting edge travel technology."

Cleartrip.com is amongst the top three online travel agencies in India with 35 percent market share. For ITA, partnering with Cleartrip.com has been an important first step in establishing the company's presence in Asia. "We are proud to have Cleartrip.com as our launch customer in the burgeoning India travel market," said David Peller, regional vice president of business development, EMEA and India, ITA Software. "This new relationship and successful launch validates our decision to appoint Venkat Chandramoleshwar as Country Manager for India. It confirms our commitment and strategy to being the foremost technology provider in the region."

### **About Cleartrip**

Cleartrip ([www.cleartrip.com](http://www.cleartrip.com)) was launched in July 2006 and is amongst the top three leading OTAs in India with 35% market share. Cleartrip is very customer oriented and offers convenience, choice without confusion, multiple payment options, competitive prices, exclusive destination information and unparalleled customer support. Cleartrip is built on the promise of providing a reliable, simple and responsible service by offering comprehensive products with competitive pricing, with the mission to making travel simple for the consumers. Through the Cleartrip online website, leisure and business travelers can compare prices and purchase air and hotel products. The current range of products offered by Cleartrip includes search and booking for domestic Indian flights, search and booking for over 3500 domestic hotels and 55,000 international hotels, holiday packages, mobile services for travel, and global destination guides.

Headquartered at Mumbai, Cleartrip has projected a turnover of Rs 1200 Cr. (USD 300 Million) in current fiscal 2008-2009. Cleartrip.com has over 350 employees on board and offers 24x7 customer service.

**About ITA Software**

ITA Software ([www.itasoftware.com](http://www.itasoftware.com)) is a leader in providing innovative Software as a Service (SaaS) solutions to the travel industry. ITA developed the industry's most comprehensive airfare shopping system, which is used by leading travel companies such as American Airlines, Aeroplan, Alaska Airlines, Alitalia, Continental Airlines, United Airlines, US Airways, Hotwire, Kayak, Orbitz and others. ITA is currently building a radically new passenger reservation system with launch partner Air Canada. In 2006 and 2007, ITA was named as one of the Best Places to Work by the Boston Business Journal; received the Economic Impact award from the Massachusetts Alliance for Economic Development; and received Deloitte's Technology Fast 500 award. ITA was founded by computer scientists from MIT.

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