



# ITA Software Press Release

## **ITA Software Delivers Smart Shopping for Continental Airline's OnePass Frequent Flyer Members**

*Continental Airline's OnePass members first to get easier way to shop online*

**(Cambridge, Mass., September 1, 2004)** - ITA Software Inc., the leader in innovative airline distribution technology, today announced a new shopping tool for frequent flyers to easily search online for reward travel. The first airline to launch this feature on its website is Continental Airlines (NYSE: CAL).

Continental.com's OnePass members can now use ITA Software's powerful pricing and shopping technology for reward travel. Also new is advanced calendar-based searching to find the best option for reward travel in both Economy and First/Business class cabins over a two-month period. Searching and booking reward travel on continental.com is now available in a single convenient process.

The OnePass upgrade follows the successful implementation, in early 2003, of ITA Software's worldwide shopping technology for continental.com.

"With the improvement of continental.com's reward travel functionality, we are now able to offer our frequent flyers the industry's most advanced online booking tools, while also dramatically reducing the time involved to redeem travel rewards," said Mark Bergsrud, Continental's Vice President of Marketing Programs and Distribution.

"This expansion of frequent flyer tools on continental.com confirms Continental Airlines' reputation for innovation and leadership in the markets it serves," said Eli Sanders, Vice President of Customer Relations at ITA Software. "ITA is particularly proud of its contribution to Continental's continuing success in its strategy of increasing direct sales and reducing costs for its online distribution."

About ITA Software Inc.

ITA Software ([www.itasoftware.com](http://www.itasoftware.com)) has created the first comprehensive airfare pricing and shopping system developed in over 30 years, and delivers significant cost-savings and powerful functionality to leading air travel companies including Orbitz, Continental Airlines, Galileo International, and others. ITA Software was founded by computer scientists from the Massachusetts Institute of Technology.

###

---

**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)