



ITA Software Press Release

LOT Polish Airlines Successfully Launches ReShop, ITA Software's Innovative Ticket Reprice/Reissue Feature

Automated Functionality Makes Online Exchange Process Simple and Profitable

CAMBRIDGE, Mass. – September 7, 2009 – ITA Software, Inc., the leading provider of innovative solutions to the airline industry, today announced that LOT Polish Airlines successfully launched ITA's ReShop™ feature for re-pricing and reissuing airline tickets. The Polish airline is among the first of ITA's international customers to take advantage of this functionality.

By automating what was once a complex, costly and error-prone process, ReShop enables LOT customers to change reservations online for wholly unflown and partially flown tickets within LOT's Domestic Poland route system. Permissible changes to International itineraries will launch within weeks. Customers can easily manage the repricing and reissuing of their tickets themselves through the airline's website, www.lot.com, as an alternative to using the airline's call center.

"Leveraging ITA's ReShop capability enables us to add another level of shopping sophistication to our online shopping engine, making it easier than ever for our customers to get the tickets they want," said Tomasz Kulawski, director of sales and electronic commerce, LOT Polish Airlines. "Along with the added flexibility, we are also able to reduce costs and improve operational efficiencies."

ReShop is a member of ITA Software's QPX™ family of products, the industry's premier management system for airfare pricing and shopping. LOT Polish Airlines leverages QPX to support numerous other advanced online shopping features, such as flexible weekend search, in order to provide customers with the most customized choices and an improved online shopping experience.

"ReShop was designed to make the online exchange process simple and profitable," explained David Peller, regional vice president of business development, EMEA and India, ITA Software. "We are excited LOT Polish Airlines is taking advantage of even more functionality within our QPX family of products to help the company increase the flexibility it offers its customers."

About LOT

LOT is one of the oldest airlines in the world. It has been connecting Poland with the rest of the world for 80 years. Now planes in LOT livery fly to over 50 destinations in Europe, Middle East and North America. In 2008 LOT Group has carried almost 4 million passengers. In 2010 LOT will become the first European airline to take delivery of the new Boeing 787 Dreamliner aircraft. Among LOT's pilots there are many European and World Champions in all kinds of aviation sports. Since 2003 LOT is a member of Star Alliance whose network offers more than 17,000 flights every day to 916 airports in 160 countries all over the world.

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, Bing, Continental Airlines, FareCompare, Hotwire, Kayak, LOT Polish Airlines, 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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