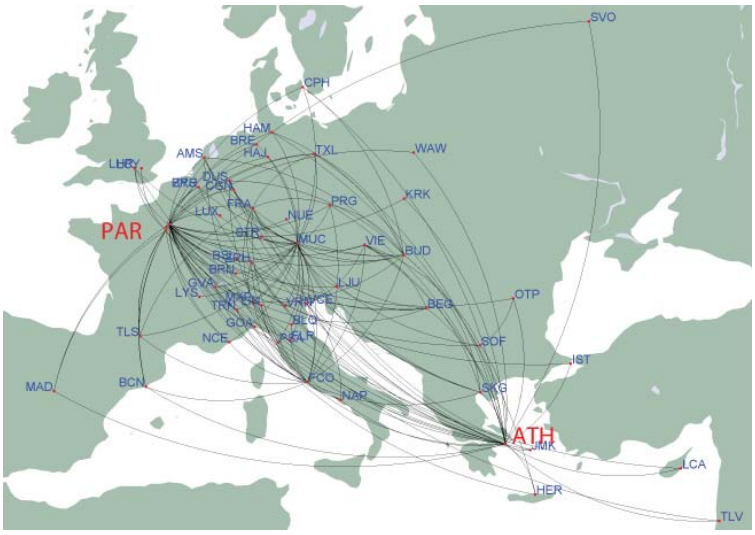
Press Release

Accovia Renews Agreement with ITA Software

Integration with ITA's Pricing and Shopping Search Engine Provides European Travel Suppliers with Innovative New Tools

Paris, June 06, 2011 - **Accovia, the international leader in IT solutions for the tourism industry, today announced the renewal of its license agreement with ITA Software, a leading provider of innovative solutions for the global travel industry. ITA is a wholly owned subsidiary of Google Inc., since its acquisition in April 2011. Tour operators and travel package suppliers throughout Europe can take advantage of Accovia's powerful comparison-shopping features to quickly access a comprehensive set of low-cost fares.**

Accovia was one of ITA's first customers, first integrating ITA's airfare pricing and availability search solution (QPX) into its air solution in 2000. ITA's airfare pricing and availability search results are merged with Accovia's negotiated rates with package suppliers for a best of breed travel solution. The booking of the flight and rate selected through Accovia's solution is done directly with the airline or through a Global Distribution System (GDS). Vacation packaging websites, such as disneyworld.disney.go.com, benefit from the breadth and accuracy of the results provided by Accovia's travel solution. It evaluates billions of flight and fare comparisons per query to quickly identify the best travel option. Below is an example of a Paris to Athens route map demonstrating numerous possible connection cities.



Accovia also plans to integrate QPX with Lexo, its new dynamic packaging software based on the most powerful Business Rules Management System on the market. With enhancements to Lexo travel producers will benefit from the most complete transport solution, from route and availability search to flight booking, combined within travel packages.

"Our goal is to strengthen our longstanding partnership by offering this very powerful flight search engine to travel suppliers worldwide, especially in Europe," declared **Patrick Bleu, Accovia's Vice President for Marketing and Product Strategy**. "The addition of this

solution will enable Accovia's customers to benefit from ultra-fast access to all possible combinations of flights and fare rules for a given destination or for routes with multiple stop itineraries."

"Accovia serves as a prime example of how QPX makes it easier for travel distributors to compete effectively for leisure travelers by providing powerful airfare pricing and shopping," said **Eli Sanders, Technical Account Management Director, ITA Software.** "We are pleased to extend this partnership, enabling Accovia to deliver the price and value that travelers demand from their European travel suppliers."

About Accovia

Founded almost 25 years ago, Accovia has offices in both Canada and France. The company, led by Alain Léveillé, employs 110 people on two continents. Accovia supplies global tourism industry leaders with the most advanced solutions and IT services available. It launched in July 2010 two new solutions: Lexo (a business-rules-engine-based system enabling the dynamic assembly of multiple travel components), and Hubiz RM (a revenue optimization tool). In 2009, close to 25 million passengers' transactions were facilitated with solutions provided by Accovia. For more information, please visit our Website at www.accovia.com or www.accovia.fr.

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