



ITA Software Press Release

ITA Software Announces Alaska Airlines is the First Customer to Use Innovative Online Ticket Reprice and Reissue Feature

Solution Significantly Improves Customer Experience, Streamlines Transactions and Reduces Costs

(CAMBRIDGE, Mass. - September 18, 2007) - ITA Software, the leading provider of innovative airline IT and services, today announced an expanded relationship with Alaska Airlines to support the U.S. launch of the airline's web-based "Change Itinerary" feature. With this new functionality, Alaska Airlines' customers can easily manage the repricing and reissuing of tickets through www.alaskaair.com as an alternative to using the airline's call center. The solution is designed to reduce costs and improve operational efficiencies.

Alaska Airlines currently employs ITA's QPX system to support multiple online airfare shopping features including fare comparison and upselling capabilities. The addition of ITA Software's new reprice and reissue feature offers greater flexibility for Alaska Airlines' customers. They can change travel dates as well as departure and arrival cities prior to the flight and even after their trip has begun, and they can search for new flights with available upgrades to the first-class cabin. The "Change Itinerary" feature can be used by groups of up to six passengers and allows each customer to make unique flight changes.

"Our customers are increasingly using the Web to take care of all their travel needs -- from buying tickets online to checking in online. Now they'll benefit from the ease-of-use of seeing 20 reissue options on one page and have the flexibility to change their reservations after travel has begun," said Steve Jarvis, Alaska Airlines' vice president of sales, marketing and customer experience. "This innovative new tool powered by ITA streamlines the transaction process for us while giving our customers the information they need to make most itinerary changes quickly and easily with the click of a mouse."

The initial deployment will support wholly unflown or partially used domestic tickets, which are among the most time-intensive transactions to manage over the phone. Call center staff will now be able to better service the customer and spend a greater percentage of their time booking active travel requests. Customers benefit from an improved overall service experience with easy-to-make online changes.

"We are excited to have Alaska Airlines as our launch partner for QPX's new reprice and reissue feature," said Gianni Marostica, chief commercial officer, ITA Software. "We applaud Alaska Airlines' commitment to excellence in customer service and support, and look forward to continuing to work with them to further leverage the benefits of our QPX solution."

About Alaska Airlines

Alaska Airlines and its sister carrier, Horizon Air, serve 92 cities through an expansive network in Alaska, the Lower 48, Canada and Mexico. This year Alaska Airlines celebrates its 75th anniversary, marking the airline's growth from a single-aircraft operation in 1932 to one of the largest U.S. carriers. For reservations, visit alaskaair.com. For more news and information, visit the Alaska Airlines/Horizon Air Newsroom at alaskaair.com/newsroom.

About ITA Software

ITA Software (www.itasoftware.com) is a leader in providing innovative information technology for the airline industry. ITA developed the industry's most comprehensive airfare shopping system, which is used by leading travel companies such as Aeroplan, Alaska Airlines, Alitalia, Continental Airlines, US Airways, Farecast, 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.

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