FLYBE SELECTS IGENTICA'S PRICE OPTIMISATION SOFTWARE TO ENHANCE BUSINESS PROCESSES

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LONDON, July 13th 2004 – Flybe, UK's 3rd largest low cost airline, has selected Igentica's price optimisation software to enhance business processes. The selection process was carried out over a two month pilot period where Igentica's software was tested against other solutions.

"We are delighted to have Flybe as a customer for our Flightmonitor price optimisation solution. This announcement makes us the market leader for pricing optimisation solutions in the low cost sector. We continue to enhance our platform on a monthly basis and provide sophisticated functionality, ease of use, cost effectiveness and superior customer service" said Nick Kandola, CEO, Igentica.

"The introduction of the Igentica Flightmonitor solution will ensure that the 4m passengers we carry this year have access to the most competitive fares across our expanding UK and European network" said Fred Kochak, Director of Revenue Management, Flybe.

Igentica's Flightmonitor platform is an ASP based service that allows pricing and revenue managers to check fares from other airlines websites using advanced non-loading and non-blocking techniques. The recent addition of reporting services allows revenue managers to view searched data immediately in a graphical manner.

Flightmonitor can be programmed to retrieve data in a customer defined format: For example, competitor price, route and schedule information on a daily basis for multiple airlines across Europe. In addition, value added applications can be used to analyse this information and then output a set of prices by route which can be fed into the airlines pricing/revenue management system. Pricing and revenue managers can conduct real time searches on particular competitors, routes or cities.

About Igentica Ltd (www.igentica.com)

Igentica Ltd is a private software solutions and services company with its corporate head office in Reading, UK and development offices in Reading, UK and Jalandhar, India. Founded in October of 1999, our focus is to develop and bring to market innovative software solutions based on Intelligent Agent Technology. Igentica invents and delivers its solutions and services into the IT, food, airline, car rental and hospitality industries. Igentica has over 80 customers and these include leading IT retailers such as PC World, Systemax Group; airlines such as Easyjet and Flybe and car rental firms such as Avis Europe PLC.

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