

Altova's XMLSPY Helps Hotwire.com Enhance its Online Travel Site

XMLSPY-BASED APPLICATION HELPS HOTWIRE.COM PROVIDE MORE CUSTOMIZED WEB OFFERINGS

BEVERLY, Mass., November 17, 2003 – Altova Inc. (www.altova.com) producer of XMLSPY, the leading XML development environment, today announced that Hotwire.com, a leading discount travel Web site, has deployed XMLSPY and AUTHENTIC to help automate and streamline its Web site, www.hotwire.com as well as enhance its user tracking system.

In March of this year, Hotwire made a strategic decision to create an application that would better track, sort and manage the Web site traffic patterns down to a very granular level and at the same time process the information in a way that would enable Hotwire to offer an enhanced user experience.

Hotwire utilized Altova's XMLSPY and Altova's AUTHENTIC, an XML content editing application, to serve as a content management tool to sort, analyze and process data on a continuous basis. The XML-based application allowed Hotwire to integrate its content production with its sophisticated Web analytics. While the application is still in its infancy, Hotwire executives believe that it will allow Hotwire to update its offerings, eliminate unnecessary duplication and present a more intelligent and intuitive Web offering.

"XMLSPY has helped us to develop content management capabilities as well as limit the resources usually required to manage a complex, data-centric site such as Hotwire.com," said Taek Kwon, Hotwire vice president of engineering.

Pricing and Availability

XMLSPY 2004 Release 3 is available immediately in three distinct editions: Enterprise Edition, Professional Edition, and Home Edition, available for purchase from the Altova Online Shop at <http://www.altova.com/order>, with prices for a single-user license starting at \$990, \$399, and \$49, respectively. A free 30-day trial download is available from <http://www.altova.com/download>. Altova's AUTHENTIC 2004 is available under a free software license.

About Altova

Altova is a leading provider of XML software tools, components, and professional service solutions, including XMLSPY 2004, the industry standard XML Development Environment. Altova, with offices in Beverly, Mass., and Vienna, Austria, was founded in 1992 and has been actively involved in the XML market from the early conception of Extensible Markup Language. Altova's 2004 product line of XML development tools and components is the leading choice of Fortune 500 and Global 1000 companies. Altova's XMLSPY is the world's best-selling XML tool and has won the leading industry awards including PC Magazine's Editor's Choice Award and Best Product of 2002. Altova is a technology partner with the world's leading software

companies including Microsoft, Oracle, BEA, Borland, IONA, and Software AG. Altova is a member of the W3C and WS-I. Visit Altova on the Web at <http://www.altova.com>.

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