ATA Airlines Deploys Teradata Solutions to Drive Growth; New Technology Lifts Passenger ``Take Rate'' by 2 Percent

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INDIANAPOLIS--(BUSINESS WIRE)--April 14, 2004--ATA Airlines, Inc., the nation's 10th largest airline and leading passenger carrier, announced today that it is implementing data warehouse, customer relationship management (CRM) and revenue management solutions from Teradata, a division of NCR Corporation (NYSE:NCR). ATA is operating a three-node Teradata(R) data warehouse, Teradata CRM 5.0 and Teradata Revenue Management Intelligence to enhance the company's ability to analyze the profitability of its passengers and optimize customer service.

Previously, ATA maintained 45 different data sources covering every activity from customer service to fleet maintenance. Teradata enables the company to combine all of these data sources into one place, which is resulting in dramatic improvements in the "take rate" or the acceptance of marketing programs offered to passengers, and other benefits.

"With Teradata, our analysts and managers have a single view of our data, whether they are working to optimize profit on a certain route or improve the way we engage our customers. Our revenue management and CRM experts draw from the same data, allowing the company as a whole to operate more efficiently and effectively," said Glen Baker, vice president of information services at ATA.

David Wing, CFO of ATA, added, "As an honestly different airline focused on value, it is critical that we use the data we collect to both minimize costs and optimize revenues while maintaining a positive relationship with our customers. We can only accomplish this with accurate and timely data, and that is what Teradata delivers."

Baker and Wing said other benefits the airline expects to see include the ability to identify significant customer events and rapidly deploy communications, improved revenue management performance measurement and more precise data inputs resulting in improved forecast accuracy.

"By implementing this new technology, ATA is showing they are the leading innovator in their space in the travel business The airline industry is one of the most competitive in the world, and ATA's use of advanced data warehouse and CRM solutions will help the company grow both its top and bottom line by delivering better information faster so managers can optimize their decisions," said Brendan Hickman, vice president, travel and transportation.

About ATA

Now celebrating its 31st year of operation, ATA has the youngest, most fuel-efficient fleet among the major carriers, featuring the new Boeing 737-800 and 757-300 aircraft. The airline operates significant scheduled service from Chicago-Midway, Hawaii, Indianapolis, New York and San Francisco to over 40 business and vacation destinations. Stock of the company's parent company, ATA Holdings Corp., is traded on the Nasdaq stock market under the symbol "ATAH." For more information about the company, visit the Web site at http://www.ata.com.

About Teradata Division

Teradata, a division of NCR Corporation (NYSE:NCR), is the global technology leader in enterprise data warehousing, analytic applications and data warehousing services. Organizations around the world rely on the power of Teradata's award-winning solutions (www.teradata.com) to get a single, integrated view of their business to enhance decision-making, customer relationships and profitability.

About NCR Corporation

NCR Corporation (NYSE:NCR) is a leading global technology company helping businesses build stronger relationships with their customers. NCR's ATMs, retail systems, Teradata(R) data warehouses and IT services provide Relationship Technology(TM) solutions that maximize the value of customer interactions and help organizations create a stronger competitive position. NCR (www.ncr.com) is based in Dayton, Ohio.

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