News from

SMARTKARGO TO POWER ALASKA AIRLINES' EXPANDING AIR CARGO BUSINESS

Innovative Cloud Solution to Simplify Booking and Enhance Customer Experience

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Cambridge, MA – SmartKargo today announced that it has been selected by Alaska Airlines to provide its state-of-the-art booking engine for Alaska's expanding cargo business throughout North America. SmartKargo will provide the leading-edge technology to drive growth and business innovation for the carrier.

The cloud-based SmartKargo solution will feature ease-of-use for cargo customers through a smart booking process that provides a robust backend system to allow users to input the booking requirements on a single screen. The engine comes pre-loaded with key information, such as IATA regulatory and commodity codes. The technology also enables the e-AWB which is central to IATA's paperless initiative.

"We are very excited about the future-forward capabilities that SmartKargo provides," said Jason Berry, Alaska Airlines' Managing Director of Cargo. "The company's commitment to drive innovation aligns with our commitment to deliver the best customer experience in the business," he said.

The SmartKargo platform is an advanced air cargo management solution that is built upon the Microsoft Azure cloud and delivers a range of benefits for users; including highly-flexible pricing and ratemaking to increase cargo sales; ease-of-use for quick completion of all tasks; and 24/7 call support from trained SmartKargo experts through three global call centers.

"Our team is energized by the opportunity to partner with Alaska Airlines to bring leading edge technology to drive their business," said Jay Shelat, Executive Vice President Sales for SmartKargo. "The Alaska team brings a high standard of excellence across the board, and we look forward to

providing them with an agile and innovative technology layer to facilitate their success."

For more information visit www.SmartKargo.com.

About SmartKargo

SmartKargo is an award-winning technology innovator serving the air cargo industry with leading cloud-based shipment management technologies. SmartKargo's "born in the cloud" solution was engineered by a team from the Massachusetts Institute of Technology and features instant access to shipment information for all members of the cargo chain. SmartKargo drives digital transformation in a fraction of the time required to design an in-house solution. The flexible and scalable product can also be integrated seamlessly with other systems to provide speed-to-market for key initiatives such as Mobility, Business Intelligence and e-Commerce.

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