



News Release

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Alaska Airlines Announces New Hawaii Flights from San Jose *Direct flights to Maui and Kona start March 2010*

SAN JOSE, CA – Alaska Airlines announced today it will inaugurate three-times-weekly service between San José and Kahului, Maui, beginning March 11, 2010, and four-times-weekly service between San José and Kona on the Big Island of Hawaii starting March 12, 2010.

“Travelers in our community have been asking for Maui flights for a long time, and we’re delighted that Alaska Airlines will begin service soon in response to that interest,” said Bill Sherry, SJC director of aviation. “We’re looking forward to working with Alaska to make their new Hawaii service a great success.”

Alaska will operate the new flights with Boeing 737-800 aircraft, accommodating 16 passengers in first class and 141 in the main cabin. All flights will offer Hawaiian-themed beverages and meal service. Alaska is offering introductory one-way fares of \$169 between San José-Maui, San Jose-Kona and Sacramento-Maui, for tickets purchased by Nov. 24, 2009.

"In just two years, Hawaii has become a major part of our route network," said Steve Jarvis, Alaska's vice president of marketing, sales and customer experience. "With the new service we're announcing today, Alaska Airlines will have 73 roundtrip flights a week serving the Hawaiian Islands, including 21 flights between Hawaii and the Bay Area and Sacramento. The low fares and Alaska Airlines Vacations packages we offer make Hawaii travel even more affordable."

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The new flights are available for booking immediately by calling (800) ALASKAAIR (800-252-7522 or TTY/TDD line 800-392-0228) and starting this evening at www.alaskaair.com. For more information about Alaska Airlines Vacations, visit www.alaskaair.com/vacations.

Summary of new flights:

Start date	Destination	Departure time	Arrival time	Day of week
March 11, 2010	San Jose-Maui	7:30 a.m.	11:05 a.m.	Tues, Thurs, Sun
March 11	Maui-San Jose	12:05 p.m.	7:15 p.m.	Tues, Thurs, Sun
March 12	San Jose-Kona	7:30 a.m.	11:20 a.m.	Mon, Wed, Fri, Sat
March 12	Kona-San Jose	12:20 p.m.	7:35 p.m.	Mon, Wed, Fri, Sat

Times are based on local time zones

About Alaska Airlines and Horizon Air

Alaska Airlines and Horizon Air, subsidiaries of Alaska Air Group (NYSE: ALK), together serve more than 90 cities through an expansive network in Alaska, the Lower 48, Hawaii, Canada and Mexico. Alaska Airlines ranked "Highest in Customer Satisfaction Among Traditional Network Carriers" in the J.D. Power and Associates 2008 and 2009 North America Airline Satisfaction Studies. For reservations, visit www.alaskaair.com. For more news and information, visit the Alaska Airlines/Horizon Air Newsroom at www.alaskaair.com/newsroom.

About Mineta San José International Airport

Mineta San José International Airport, a self-supporting enterprise, is owned and operated by the City of San José. SJC served 9.7 million passengers and handled approximately 162 million pounds of air cargo in 2008. SJC has approximately 140 flights a day on 13 domestic and international carriers to 27 nonstop destinations. Mineta San José International Airport is located in San José, California's third largest city and the nation's tenth largest city (population 1,007,000). For more Airport information, visit www.flysjanjose.com.

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