

Alaska Air Group

NEWS

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Alaska Airlines Expands California Flying With Three New San Diego Routes, Including Daily Service to San Diego from Santa Rosa

Introductory fares as low as \$59 and double miles available for summer travel*

SEATTLE – Alaska Airlines announced today it is adding daily nonstop service from San Diego to Monterey and Santa Rosa and twice daily service to Fresno, Calif. The new flights to Monterey and Fresno will begin June 4, 2012, while service from San Diego to Santa Rosa starts June 5. Alaska Airlines will also commence twice-daily service between Reno, Nev., and San Jose, CA.

“Alaska Airlines has proudly served California for more than 30 years and we’re pleased to continue to grow our presence in the Golden State,” said Joe Sprague, Alaska Airlines’ vice president of marketing.

Summary of new service to Santa Rosa:

San Diego-Santa Rosa flights:

Start date	City pair	Departs	Arrives	Frequency
June 5	San Diego-Santa Rosa	9:45 a.m.	11:50 a.m.	Daily
June 4	Santa Rosa-San Diego	4:25 p.m.	6:22 p.m.	Daily

To celebrate Alaska’s new service, the carrier is offering **\$69* fares on flights between San Diego and Santa Rosa**. Tickets must be purchased by Jan. 25 and can be used for travel from June 5 through July 18, 2012. Visit www.alaskaair.com to purchase a ticket or call 1-800-ALASKAAIR (1-800-252-7522 or TTY/TDD line 1-800-392-0228).

Members of Alaska Airlines Mileage Plan can also earn double miles on the new nonstop flights between June 4 and July 31, 2012. To qualify, customers must first register at www.alaskaair.com.

The new routes will be operated for Alaska by Horizon Air using 76-seat Bombardier Q400s. Travelers will enjoy Horizon’s award-winning onboard service, which includes complimentary Starbucks coffee, soft drinks, and (for passengers 21 and older) wines and microbrews. Horizon Air’s

Q400 turboprop is among the most environmentally friendly regional aircraft, burning 30 to 40 percent less fuel, producing an equally lower amount of emissions and generating 10 decibels less noise than comparable jets.

To support the new Santa Rosa-San Diego route, Alaska Airlines will discontinue service between Santa Rosa and Las Vegas on June 3, 2012. However, the airline is adding a third flight between Santa Rosa and Los Angeles, which will operate four days a week through Aug. 25, 2012.

Summary of seasonal Santa Rosa-Los Angeles service:

Start date	City pair	Departs	Arrives	Frequency
June 4	Santa Rosa-Los Angeles	1:35 p.m.	3:09 p.m.	Sun, Mon, Thu, Fri
June 4	Los Angeles-Santa Rosa	11:30 a.m.	1:04 p.m.	Sun, Mon, Thu, Fri

About Alaska Airlines

Alaska Airlines and Horizon Air, subsidiaries of Alaska Air Group (NYSE: ALK), together serve 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, 2009, 2010 and 2011 North America Airline Satisfaction StudiesSM. For reservations, visit www.alaskaair.com. For more news and information, visit the Alaska Airlines/Horizon Air Newsroom at www.alaskaair.com/newsroom.

*** Terms and conditions for fare sale:** Travelers are responsible for the following taxes and fees: Airport Passenger Facility Charges of up to \$9 (amount depends on itinerary); U.S. Federal Segment Tax of \$3.80 per segment (takeoff and landing); Sept. 11 Security Fee of \$2.50 per enplanement; and U.S. government excise tax of \$8.40. A \$20 baggage fee will apply for each of the first three checked bags. Additional fees apply to check more than three bags and for overweight or oversized items. Quoted fare is valid on nonstop flights only. Tickets must be purchased by Jan. 25 for travel between June 5 and July 18, 2012. Introductory fares are good for travel Tuesday, Wednesday and Saturday only. For more information and complete terms and conditions, visit www.alaskaair.com.

General terms and conditions: Seats are limited and may not be available on all flights or all days. A ticket purchased at an Alaska Airlines airport location or through a reservation call center will cost \$15 more per person than the advertised fare. All fares, taxes and fees are in U.S. dollars and are subject to change without notice, and other restrictions apply. Tickets are nonrefundable, but can be changed at alaskaair.com for a \$75 per person change fee and any difference in fare (or \$100 when changed through a reservation call center and any difference in fare). See www.alaskaair.com or call Alaska Airlines Reservations at 1-800-252-7522 for more information.

Terms and conditions for Alaska Airlines Mileage Plan double miles: Registration is required prior to the member’s first qualifying flight in order to receive double miles. Flight miles must be credited to the member’s Alaska Airlines Mileage Plan account in order to earn double miles. All travel between San Diego and Santa Rosa, Fresno, Monterey, and between San Jose and Reno must be nonstop. Travel is valid from June 4 through July 31, 2012. Not valid on free or award travel. Double miles do not count toward MVP or MVP Gold status. Members should allow four to six weeks for travel and bonus miles to be credited. All terms and conditions of the Mileage Plan program apply. Offer subject to change without notice.