

03/19/13

LUNCH & LEARN:

ALASKA

AIRLINES: 80

YEARS SERVING

ALASKA & STILL

FLYING HIGH

<TARGET><BILL></BILL><SUBJECT>03-19-13 LUNCH and LEARN
ALASKA AIRLINES 80 YEARS SERVING ALASKA and STILL FLYING
HIGH</SUBJECT><COMM>HRES28</COMM></TARGET>

Lunch and Learn

Tuesday at Noon

Capitol Room 106

An In-depth Look at Alaska's Resources

Lunch provided by presenters

**HOSTED BY
REP. ERIC FEIGE &
REP. DAN SADDLER
CO-CHAIRS
House Resources**

**Contact:
Linda Hay, Staff
465-3715**

Tuesday, March 19, 2013

Program Title: **Alaska Airlines: 80 Years
Serving Alaska & Still Flying High**

Presenters: **Marilyn Romano, Vice
President—Alaska Airlines**

Sponsor: **Resource Development Council**



Alaska Air Group

Legislative Briefing
March, 19 2013



THE LATEST JET SET

This month Alaska Airlines begins its Golden Nugget 727 Fan Jet flights to the Arctic . . . the *only* Jets to the Arctic. Book your clients on Alaska Airlines' two-day Nome and Kotzebue "Arctic Excursion" . . . daily from Anchorage. Tour features the King Island Eskimos, kayak demonstrations, skin boat rides, dog teams, reindeer, gold panning, crossing the Arctic Circle, and overnight accommodations at Nome's Nugget Inn—the Arctic's newest and best hotel.



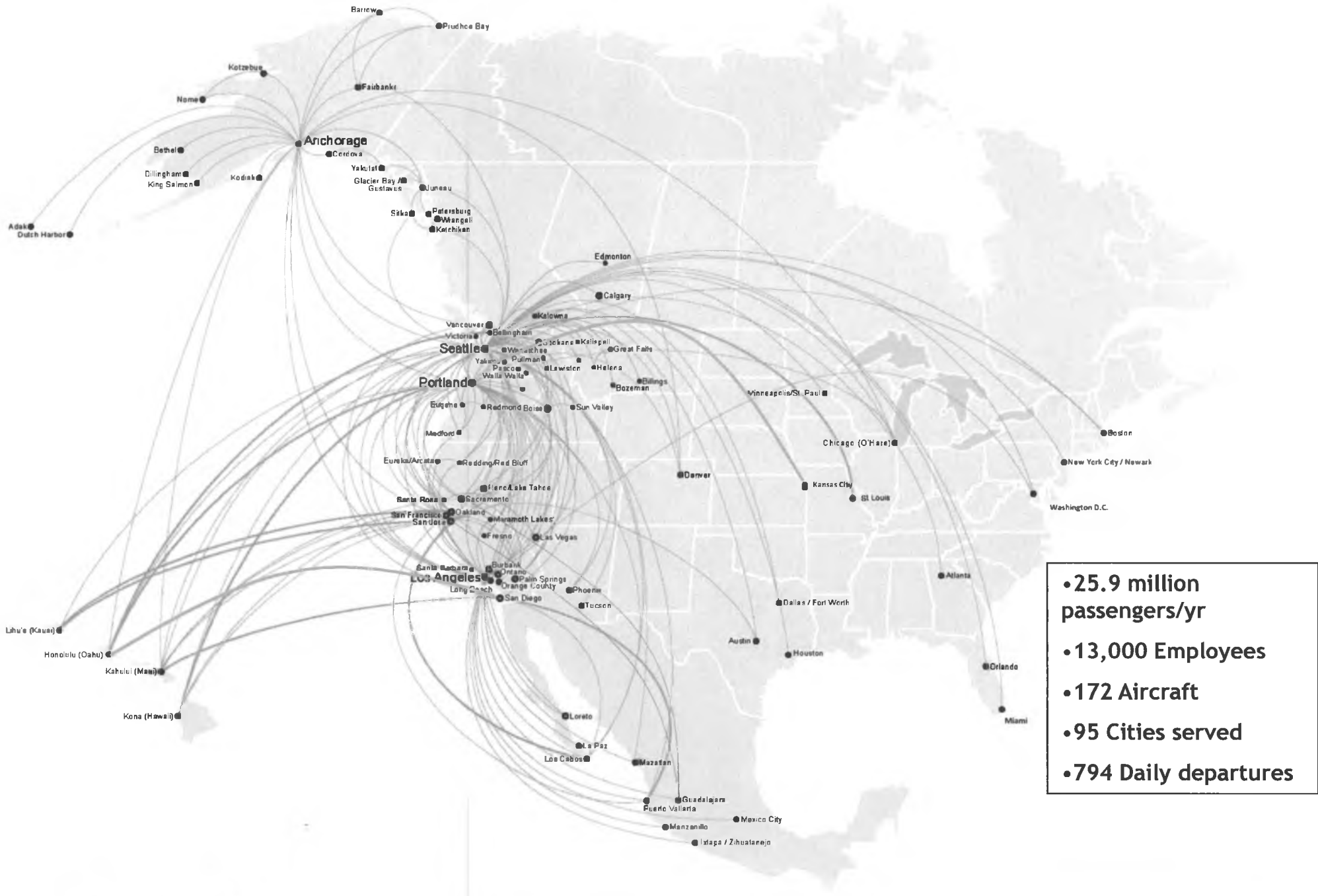
**GOLDEN
NUGGET
JETS**

ALASKA
AIRLINES
THE OFFICIAL *Alaska 67* CENTENNIAL AIRLINE

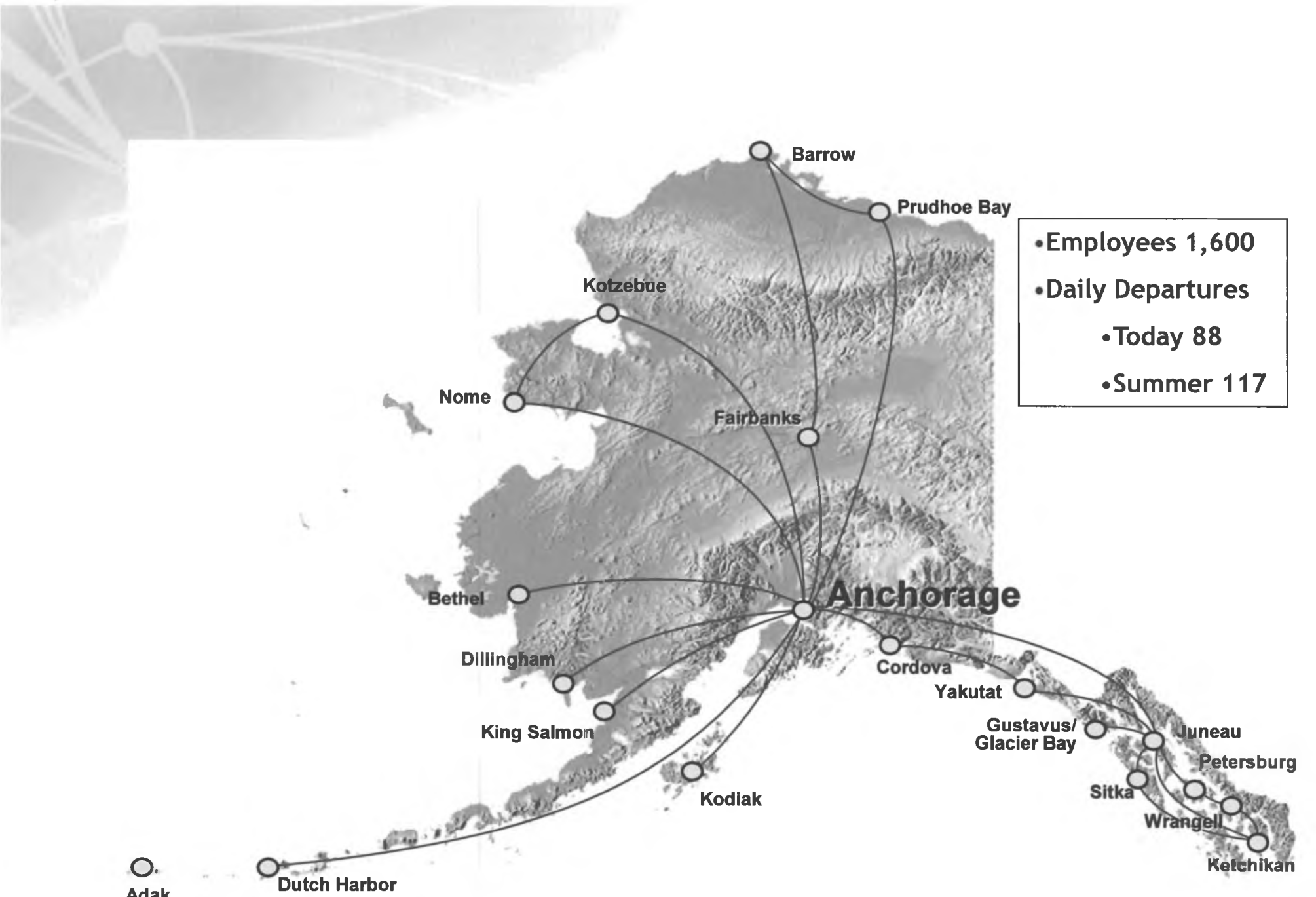
Regional Sales offices: Chicago, ST 2-1926 • Dallas, RI 2-3733 • Los Angeles, HO 6-8464 • New York, 421-4880
San Francisco, YU 2-8133 • Seattle, MA 2-8670 • Washington, D.C., 223-9680 • Paris, 622.02.24 • Tokyo, 407-8386

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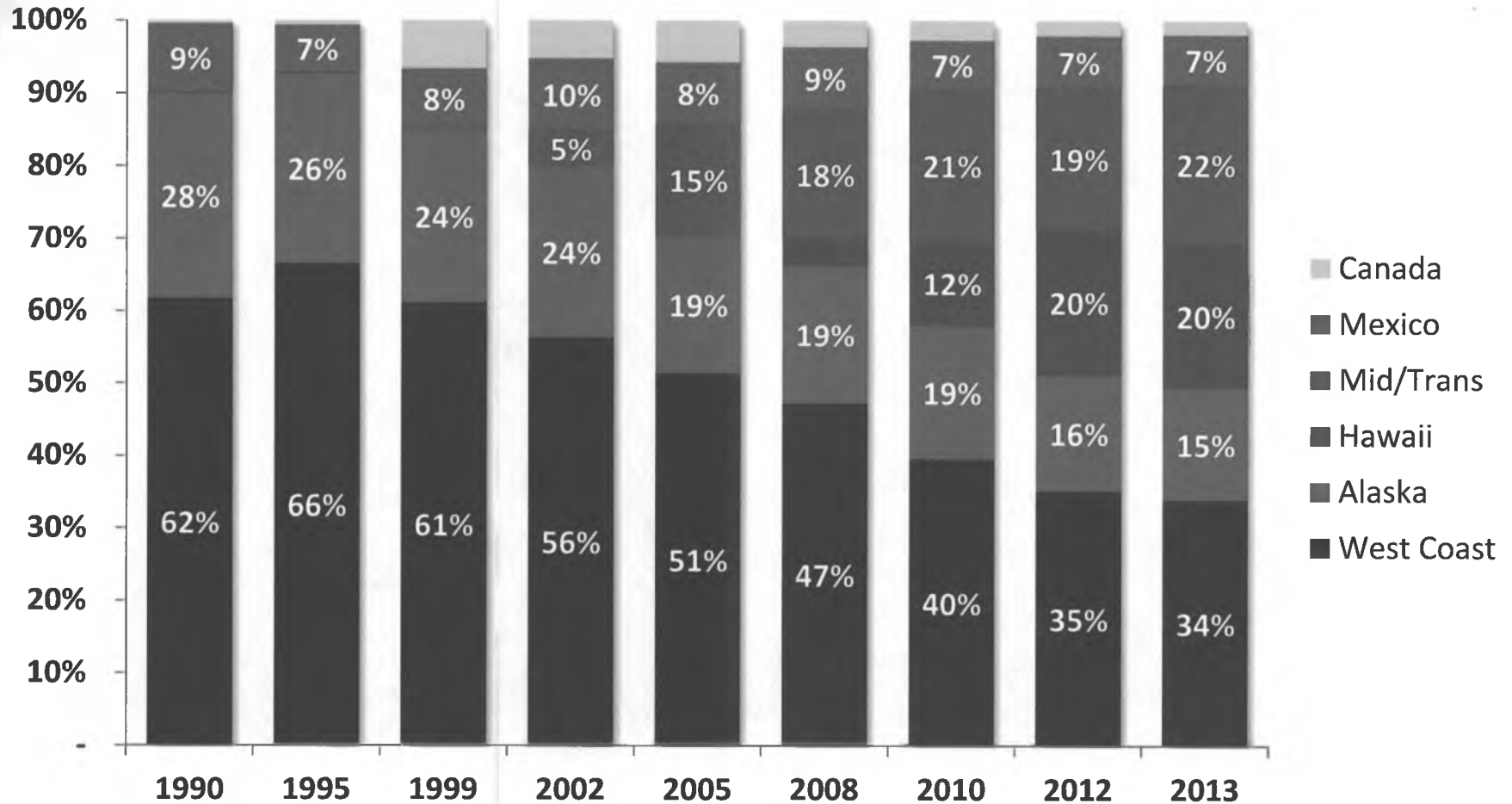
- 25.9 million passengers/yr
- 13,000 Employees
- 172 Aircraft
- 95 Cities served
- 794 Daily departures



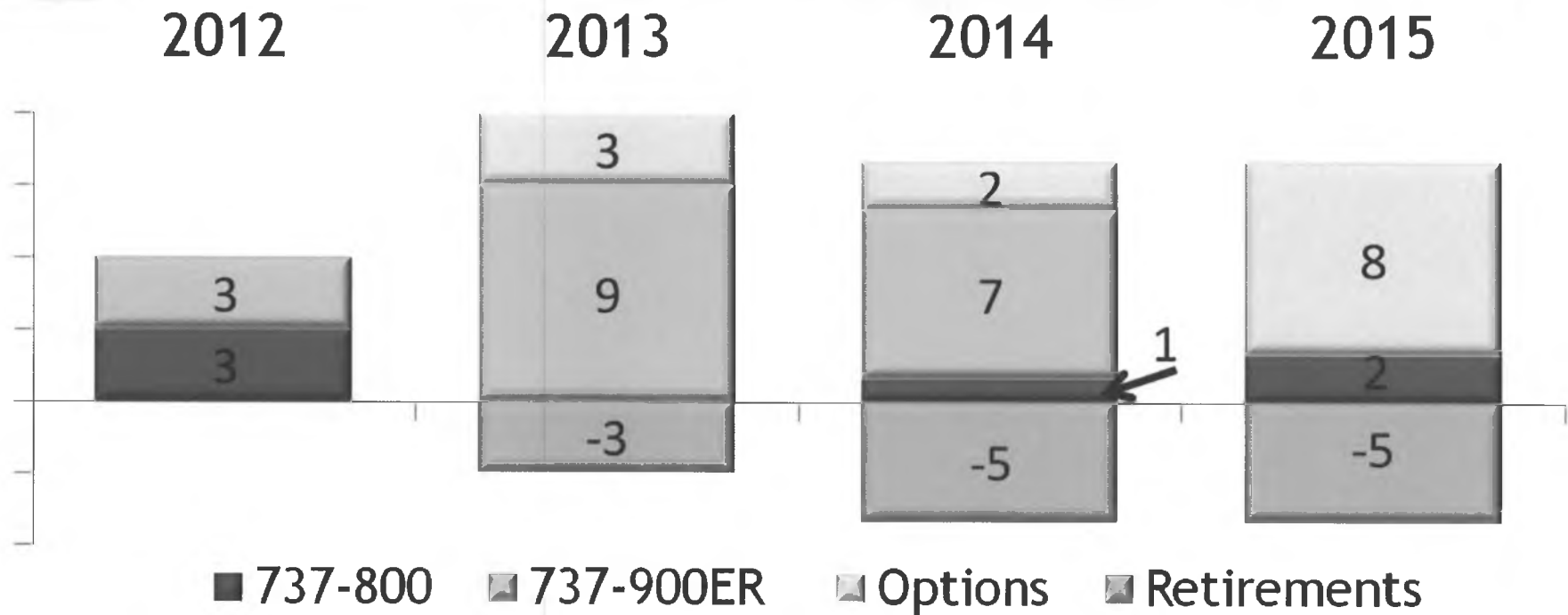
- Employees 1,600
- Daily Departures
 - Today 88
 - Summer 117

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Our Network is now More Diversified Giving Customers More Utility



Investing in growth: Alaska fleet plan



Five focus areas for the next 5 years



Safety and compliance

People

Hassle-free customer experience

Energetic and compelling brand

Low fares, low costs and network growth

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Benefits for Alaskans



Benefits of Club 49™



2 Free Checked Bags

When traveling to or from Alaska on Alaska Airlines (Benefits not available on all codeshare itineraries)



Travel Now Discount

Two annual one-way certificates for 30% off Full Flex fares when flying to, from or within Alaska



Weekly Fare Sales

Receive exclusive emails featuring new deals every week

Members - 309,000

Member Savings in 2012 -\$22 Million

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Cargo

Fleet

- Five, 737-400 Combi-Aircraft
- One, 737-400 Freighter

Lift

- 2012 - 97 million pounds
- 2012 - 20 million pounds of fresh and frozen seafood



Investing in our Communities

- **\$2 Million given back in 2012**
 - Angel Flight West
 - University
 - Food Banks throughout Alaska
 - Shriners
 - Make a Wish
 - And many, many more.



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