

FOR IMMEDIATE RELEASE

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**ALASKA AIRLINES AND HORIZON AIR LAUNCH 'JOIN. FLY. FLY FREE.'
OFFER FOR OREGON AND SOUTHWEST WASHINGTON TRAVELERS**

SEATTLE — Alaska Airlines and Horizon Air have launched “Join. Fly. Fly Free.” — a Mileage Plan offer for travelers in Oregon and five southwest Washington counties. Travelers who enroll in Alaska Airlines Mileage Plan will receive 5,000 miles when they sign up and another 20,000 miles after they fly one qualifying roundtrip to, from or connecting in Portland, Ore. With 25,000 miles, members can claim one free roundtrip Super Saver Award ticket anywhere Alaska or Horizon fly in the continental United States and Canada, or book award travel on one of Alaska and Horizon’s alliance partners, which include Delta Air Lines and American Airlines. Learn more at <http://www.alaskaair.com/pdx> or <http://www.horizonair.com>.

“If you’re an Oregon or southwest Washington resident and not already an Alaska Airlines Mileage Plan member, we invite you to join, fly to any of our 95 destinations and begin planning your free award travel,” said Steve Jarvis, Alaska’s vice president of marketing, sales and customer experience. “This offer represents the most generous Alaska Airlines Mileage Plan offer since the program’s inception in 1983.”

To qualify for the “Join. Fly. Fly Free.” offer, travelers must live in Oregon or Wahkiakum, Cowlitz, Clark, Skamania or Klickitat counties in southwest Washington, join the Mileage Plan and travel by April 1, 2010. Customers can quickly accumulate 50,000 Mileage Plan miles by combining this offer with the Alaska Airlines Visa Signature Credit Card offer, providing 20,000 miles upon approval and 5,000 miles after spending \$750. With 50,000 miles, members can claim two roundtrip Super Saver Award tickets for travel in the continental United States or Canada, or one roundtrip award ticket to Hawaii (40,000 miles), Mexico (35,000 miles), the Caribbean (35,000 miles) or Europe (starting at 40,000 miles).

In addition to the “Fly. Buy. Fly Free.” offer, all Mileage Plan members are eligible to earn Double Miles when they fly between Portland and one of several cities. During the first quarter of 2010, the cities include Boston; Denver; Kahului, Maui; Medford, Ore.; Oakland, Calif.; and Santa Rosa, Calif. Double Miles city pairs will change each quarter and registration is required for each quarter’s offer. To qualify, customers must first register at alaskaair.com/pdx.

More detailed information, including a Mileage Plan award chart and offer rules, is available at alaskaair.com/pdx and horizonair.com/pdx or by calling (800) ALASKAAIR (800-252-7522 or TTY/TDD line 800-392-0228).

Alaska Airlines Mileage Plan was named "Program of the Year" at InsideFlyer magazine's 21st annual Freddie Awards, the most prestigious consumer-generated honors in the travel industry.

Together Alaska Airlines and Horizon Air offer more nonstop flights (serving 27 different destinations), more daily flights (88 a day) and more California service (34 flights daily to 13 California destinations) from Portland International Airport than any other carrier.

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 StudiesSM. For reservations, visit alaskaair.com. For more news and information, visit the Alaska Airlines/Horizon Air Newsroom at alaskaair.com/newsroom.

Fare rules: The "Join. Fly. Fly Free." offer is valid only for permanent residents of Oregon, and select counties in southwest Washington (Wahkiakum, Cowlitz, Clark, Skamania, and Klickitat) who open a Mileage Plan account for the first time between Jan. 15 and April 1, 2010. All addresses will be subject to verification. This offer is not valid for existing Alaska Airlines Mileage Plan accounts. Each member will earn 20,000 Bonus Miles after completion of a qualifying, paid roundtrip flight taken between Jan. 15 and April 1, 2010.

Bonus Miles cannot be earned for flights booked in G or T class (Hot Deals) and cannot be transferred between multiple Mileage Plan accounts held in the same person's name. Alaska Airlines and Horizon Air reserve the right to debit Bonus Miles and/or cancel award tickets obtained with Bonus Miles earned through fraud, misrepresentation or other illegal activity. Flight miles must be credited to the new Alaska Airlines Mileage Plan account prior to earning Bonus Miles. This offer is not valid on free, industry-reduced rate, Money and Miles Award tickets, or any award travel. Alaska Airlines and Horizon Air employees are not eligible to participate in this offer. Bonus Miles do not count toward MVP or MVP Gold status. Flown miles and Bonus Miles will be credited to Mileage Plan accounts within four to six weeks. All terms and conditions of the Mileage Plan program apply. Passengers traveling on an award ticket are responsible for all taxes, fees and other applicable charges. This offer is subject to change without notice.

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