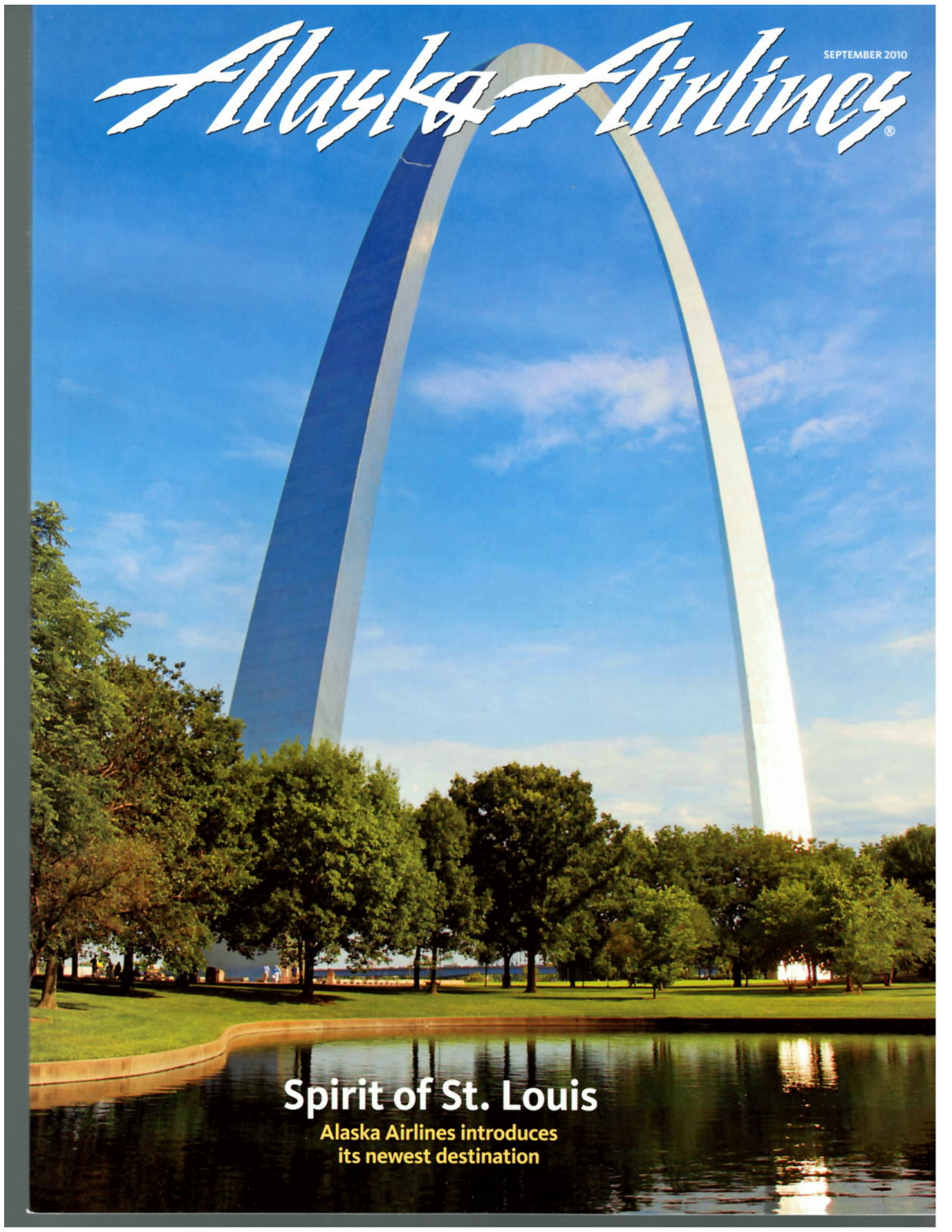


The Alaska Airlines logo is written in a white, stylized script font. The word "Alaska" is followed by a horizontal line that extends to the right, passing under the word "Airlines".

Alaska Airlines®

SEPTEMBER 2010

A photograph of the Gateway Arch in St. Louis, Missouri, under a clear blue sky. The arch is a massive, stainless steel catenary arch. In the foreground, there is a row of green trees and a body of water, likely the Mississippi River, which reflects the arch and the sky. The overall scene is bright and clear.

Spirit of St. Louis

Alaska Airlines introduces
its newest destination