

Alaska Air Group

ALASKA AIRLINES
HORIZON AIR
JET AMERICA

Three Carriers. One Standard Of Excellence.

Alaska Air Group is pleased that Horizon Air and Jet America have now teamed up with Alaska Airlines to provide your clients with better service, better schedules and better travel incentives than ever before.

Alaska Airlines has long been famous for its Gold Coast Service, featuring hot meals for breakfast, lunch, and dinner on most flights. As well as hearty snacks that could pass for a full meal on some airlines. All served by our friendly, helpful flight attendants who still think a plane ride should be something special.

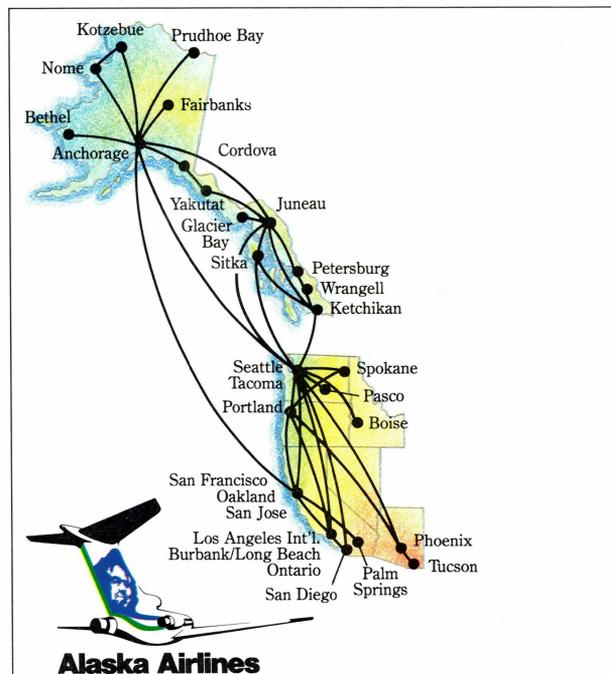
Horizon Air has become one of the largest regional carriers in the United States in just five years of its founding, and has proudly gained a reputation as an airline that takes great pride in its attention to their passengers.

And Jet America is known for putting service first, whether in First Class or Coach. Business travelers have noted that the inflight service on Jet America is among the finest around.

Now Alaska Airlines, Horizon Air and Jet America, all partners in the Alaska Air Group, are working together to bring your clients the standard of excellence they've come to expect, the great service they rightfully deserve.

A Network of Convenience

Together, the three airlines are working to create a highly convenient route network for your clients, sharing great fares, convenient connection times, and close-by boarding gates that make getting from one plane to the next as easy as possible.



An Added Incentive to Fly

Alaska Airlines' Gold Coast Travel mileage incentive plan has long been known as one of the best in the air. Now your clients can enjoy its benefits on all three of these carriers.

The mileage incentive plan that brings Hawaii within easy reach of just about anyone who flies. Or your clients can save their miles and can be on their way to Europe, the exotic Orient or enjoying a luxurious cruise to Alaska. And along the way they can earn free, roundtrip first class upgrades with no mileage deduction at 5, 10, 15 and 20 thousand miles.



It's just one more way to give your clients more service — the expanded service of the Alaska Air Group carriers ... Alaska Airlines, HorizonAir and JetAmerica.

