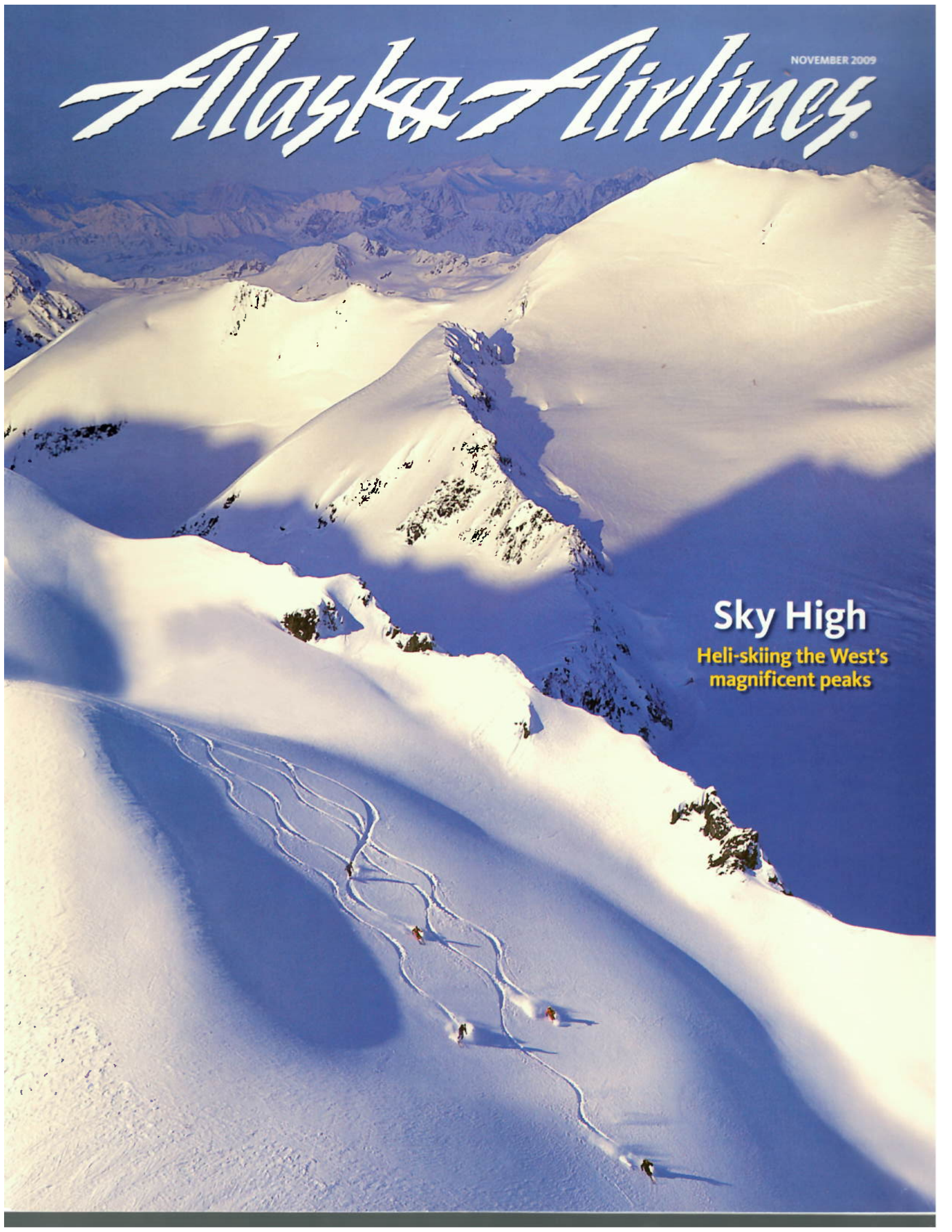


The background of the advertisement is a high-angle, aerial photograph of a vast, snow-covered mountain range. The sun is low in the sky, casting long, dark shadows across the white snow, which highlights the rugged terrain and deep valleys. In the lower-left quadrant, a group of about six skiers is seen descending a steep slope, leaving a series of parallel tracks in the snow. The overall color palette is dominated by the bright white of the snow and the deep blues of the shadows and sky.

Alaska Airlines

NOVEMBER 2009

Sky High

Heli-skiing the West's
magnificent peaks