



NEWS

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FOR IMMEDIATE RELEASE

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Horizon Air Announces Introductory Fares and Double Miles on New Service from Portland to Sonoma County/Santa Rosa

PORTLAND – Horizon Air today announced a special introductory fare of \$99* each way for the airline's new service between Portland and Sonoma County/Santa Rosa, which starts Oct. 28. Additionally, for a limited time, Alaska Airlines Mileage Plan members can earn Double Miles on the new route. Both offers are valid for travel through Dec. 13, 2007.

Reservations and tickets for flights are available now at horizonair.com or by calling Horizon at 800-547-9308.

"With this new nonstop service, Oregonians will gain the convenience of flying directly into Santa Rosa to partake of all that Sonoma County wine country has to offer," said Dan Russo, Horizon's director of marketing and communications. "It's a convenience we currently offer from Seattle and Los Angeles."

The new flight from Portland to Santa Rosa will depart daily at 2:20 p.m. The return flight will depart Santa Rosa at 4:40 p.m. Flight time is one hour and 50 minutes each way.

Named 2007 Regional Airline of the Year by Air Transport World magazine, Horizon serves 48 cities throughout California, Colorado, Oregon, Washington, Idaho, Montana, Nevada, and British Columbia and Alberta. Together, Horizon Air and Alaska Airlines serve 92 cities and are subsidiaries of Alaska Air Group, Inc. (NYSE:ALK).

* Fare shown is effective for direct flights only between Portland and Santa Rosa for travel Oct. 28 to Dec. 13 and is one-way based on 14-day advance purchase at horizonair.com. A ticket purchased at a Horizon Air or Alaska Airlines airport location or through one of our reservation call centers will cost \$10 more per person. Fare not available Nov. 16-17, 21, 24-26. Fare shown does not include the following government-imposed taxes and fees charged on a per-person basis each way: airport passenger facility charges of \$4.50, federal segment tax of \$3.40 per segment (take-off and landing); and U.S. security fee of \$2.50. Fare is nonrefundable but can be changed, if seats are available, for a \$50 fee when changes are made online at horizonair.com or alaskaair.com (\$75 when made through our reservation call centers or ticket counters), plus any applicable changes in fare. Seats are limited and may not be available on all flights or all days. All fares subject to change without notice, and other restrictions apply. See horizonair.com for complete fare rules.

Double Miles Terms and Conditions: Registration in the Alaska Airlines Mileage Plan is required and must be done prior to your first qualifying flight. Double Miles valid only on qualifying paid direct flights operated by Horizon Air between Santa Rosa and Portland. Travel must be completed by Dec. 13, 2007. Flight miles must be credited to your Alaska Airlines Mileage Plan account in order to earn the Double Mile bonus. Not valid for free or award travel. Double Miles based on actual or minimum flight miles. Bonus Miles do not count toward MVP or MVP Gold status. Please allow four to six weeks for travel and Bonus Miles to be credited. All terms and conditions of the Mileage Plan program apply. Double Miles subject to change without notice.

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