

Alaska Air Group

NEWS

Oct. 6, 2014

Multimedia Press Assets for Alaska Airlines' purchase of 10 Boeing 737-900ERs

Downloadable Multimedia:

- Download a high resolution photograph of Alaska's newest 737-900 at <http://bit.ly/1vDDIV0>.
 - Caption: Alaska Airlines' newest 737-900ER is scheduled for delivery on Oct. 9, 2014. The aircraft has 181 seats, features power outlets at every seat, new space-saving seats by Recaro, and Boeing's award winning Sky Interior. Alaska Airlines today placed an order of 10 more 737-900ERs scheduled for delivery between mid-2016 and late 2017.
- HD b-roll featuring Boeing's Renton facility, enhanced Alaska interior, Alaska's newest Boeing 737ER, and walking and talking with Andrew Harrison and Hannah Wong (featured in cuts below).
 - Preview the video on YouTube <http://youtu.be/o4gTEc0IITQ> or download the b-roll at <http://bit.ly/1rS10VN>

The following cuts from Alaska Airlines and Boeing regarding this purchase are available as video and audio downloads:

- Video: Preview the video on YouTube at <http://youtu.be/XLVF7G4zMI0> or download it at <http://bit.ly/1oH0p4G>
- Audio: download it at <http://bit.ly/1oH0nK3>

Andrew Harrison
Senior Vice President of Planning and Revenue Management
Alaska Airlines

Summary: Highlights the improved cabin experience of Alaska's 737-900ER

Verbatim

Our customers are gonna love this new ER aircraft. We have spacious seating, we've redesigned the seats so there's more legroom. There is power in every seat in the aircraft. We have spacious new bins to fit all that luggage that you're bringing on your trip into the overhead bins. There's gonna be less concern about where am I going to put my luggage.). We have beautiful Boeing Sky Interior,

which has different colored lighting depending on where you are in your trip.

Andrew Harrison
Senior Vice President of Planning and Revenue Management
Alaska Airlines

Summary: explains why Alaska is purchasing the additional aircrafts

Verbatim

We're getting to the end of the life for our 737-400 fleet. And we're going to be replacing those 144-seat aircraft with these brand new fuel-efficient 900ERs which weigh in at 181 seats. They're going to be more fuel efficient. We're going to use these ERs for two purposes: to help replace some of those older 737-400s but we're also gonna use these aircraft to continue to expand and grow our footprint in Seattle.

Hannah Wong
Chief Financial Officer, 737 Program
Boeing

Summary: talks about production impact with this order from Alaska

Verbatim

Alaska's new order for 10 additional 737-900ERs is going to keep us busy here in Renton for a long time.

Andrew Harrison
Senior Vice President of Planning and Revenue Management
Alaska Airlines

Summary: makes straight to camera announcement about Alaska Boeing 737-900ER order

Verbatim

Hi, my name is Andrew Harrison, senior vice president of planning and revenue management for Alaska Airlines. Today, we're here at Boeing's Renton factory. And behind me you can see a brand new 900ER that's just come off the factory floor. That's extremely exciting for us, but even more exciting is today we're announcing that we're ordering 10 more of these aircraft from Boeing. Why don't you come along with me and let's take a look inside.