

# News Release

***For Immediate Release:***  
**October 11, 2011**

***Contacts:***  
**David Vossbrink, (408) 392-1199**  
**SJC Communications Director**

**Bobbie Egan, (206) 392-5101**  
**Alaska Airlines**

## **Alaska Airlines Adds Silicon Valley-Palm Springs Service** *Seasonal service starts February 2012*

**SAN JOSE** — Alaska Airlines announced today it will offer new seasonal service between Palm Springs and Silicon Valley starting February 17, 2012. The new nonstop route will originate in Portland and operate throughout the year except between June 3 and October 4. The seasonal San Jose-Palm Springs route will be operated by Alaska's sister carrier, Horizon Air, with the fuel-efficient Bombardier Q400.

### **Summary of new San Jose-Palm Springs flights:**

<b>Date</b>	<b>City pair</b>	<b>Departs</b>	<b>Arrives</b>	<b>Frequency</b>
Feb 17	Portland-San Jose	9:20 a.m.	11:28 a.m.	Daily
Feb 17-Jun 2	San Jose-Palm Springs	12:05 p.m.	1:29 p.m.	Daily
Feb 17-Jun 2	Palm Springs-San Jose	2:05 p.m.	3:41 p.m.	Daily
Feb 17	San Jose-Portland	4:20 p.m.	6:21 p.m.	Daily

*Times based on local time zones*

*[more]*

To introduce the new route, Alaska is offering \$89 one-way fares between San Jose and Palm Springs. Tickets must be purchased by Oct. 18, 2011, and can be used for travel through May 23, 2012. Visit [www.alaskaair.com](http://www.alaskaair.com) to purchase a ticket, or call 1-800-252-7522. Terms, conditions, and limitations apply to the offer.

Members of Alaska Airlines' Mileage Plan can also earn double miles on the carrier's nonstop flights between San Jose and Palm Springs from Feb. 17 through March 27, 2012. To qualify, customers must first register at [www.alaskaair.com](http://www.alaskaair.com). All terms and conditions of Alaska's Mileage Plan program apply. Offer subject to change without notice.

### **About Alaska Airlines**

Alaska Airlines and Horizon Air, subsidiaries of Alaska Air Group (NYSE: ALK), together serve 90 cities through an expansive network in Alaska, the Lower 48, Hawaii, Canada and Mexico. Alaska Airlines ranked "Highest in Customer Satisfaction Among Traditional Network Carriers" in the J.D. Power and Associates 2008, 2009, 2010 and 2011 North America Airline Satisfaction Studies<sup>SM</sup>. For reservations, visit [www.alaskaair.com](http://www.alaskaair.com). For more news and information, visit the Alaska Airlines/Horizon Air Newsroom at [www.alaskaair.com/newsroom](http://www.alaskaair.com/newsroom).

### **About Mineta San José International Airport**

Mineta San José International Airport (SJC) is a self-supporting enterprise owned and operated by the City of San José. SJC serves approximately 8.3 million passengers per year with approximately 128 flights a day on 13 domestic and international carriers to 27 nonstop destinations. Silicon Valley's airport is located in San José, California's third largest city and the nation's tenth largest city. For more airport information, visit [www.flysanjose.com](http://www.flysanjose.com).

**-SJC-**