

Alaska Airlines

Alaska Air Group, Inc. (NYSE: ALK) is the parent company of Alaska Airlines, Inc. (Alaska) and Horizon Air Industries, Inc. (Horizon). Alaska and Horizon together provide passenger air service to more than 93 cities through an expansive network throughout Alaska, the Lower 48, Hawaii, Canada and Mexico.

We take great pride in having the best people, and providing the safest and best service, for the best value, to each customer each day. In doing so, we vigorously protect the safety of our employees and customers, and work hard to provide our customers with the lowest possible fares by keeping costs down and protecting company assets.

Alaska Airlines and Horizon Air tickets and Mileage Plan miles and awards may only be sold or awarded by Alaska Airlines, Horizon Air, or their authorized agents.

We do not permit the sale of our tickets, miles, awards or any other travel-related documents and credits, including but not limited to travel vouchers, coupons, BTT (Bonus Travel Ticket) and any and all Alaska Airlines Mileage Plan award certificates, miles, upgrade certificates, companion certificates, and Board Room passes, on online auction websites. Attempts to circumvent this rule, including by sale of an envelope or other item being accompanied by a “free” ticket/certificate/award, will be considered a sale in violation of our policies, and will subject the purchaser and/or seller to confiscation and/or cancellation and total loss of value without any right to compensation. Violations of Alaska Airlines’ Mileage Plan Program Guidelines will subject the violator (purchaser and/or seller) to termination of membership in the Mileage Plan, cancellation of all previously accumulated mileage, confiscation of any certificates or tickets and/or cancellation of reservations.

ANY PERSON ATTEMPTING TO TRAVEL ON ALASKA AIRLINES OR HORIZON AIR USING A TICKET, VOUCHER, TRAVEL CREDIT, COUPON, AWARD CERTIFICATE, COMPANION CERTIFICATE, UPGRADE CERTIFICATE, MILEAGE PLAN AWARD OR OTHER TRAVEL DOCUMENT, CODE OR OFFER ACQUIRED THROUGH EBAY WILL BE DENIED BOARDING/ACCESS AND WILL BE LIABLE FOR PAYMENT OF FULL FARE TRAVEL AND FOR DAMAGES, ATTORNEYS FEES AND COURT COSTS. BOARD ROOM PASSES OBTAINED THROUGH EBAY WILL NOT BE HONORED.

We strictly enforce our intellectual property rights and regularly monitor the Internet, including auction sites, to prevent and halt violations of such rights. Unauthorized use of our intellectual property (including our logos and trademarks) wrongfully implies that an auction item is authorized, sponsored, or approved by Alaska, and dilutes the value of these logos/trademarks in violation of state and federal trademark laws. Therefore, we strictly prohibit the sale, auction, or bartering of any company proprietary material, including but not limited to internal data, instructional materials, patent, logo, copyright, trademark, and/or service marks. To protect our rights as well as the safety and security of our employees and passengers, we also prohibit the sale of airline-related identification, uniforms, and non-public documents. **ANY PERSON VIOLATING THE FOREGOING RULES MAY BE LIABLE TO ALASKA AIRLINES**

UNDER FEDERAL AND STATE LAWS AND MAY BE SUBJECT TO ADDITIONAL CIVIL AND CRIMINAL PENALTIES AND SANCTIONS.

ALASKA AIRLINES IS THE FINAL AUTHORITY IN INTERPRETING THESE RULES.

For further information or to book travel online, or to view Alaska Airlines' Contract of Carriage and Mileage Plan Program Guidelines, please visit our website at www.alaskaair.com