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NEWS RELEASE

Alaska Airlines Announces First-Ever Daily Nonstop Service between Eugene and Silicon Valley's Airport

-- SJC's 2nd Largest Carrier Continues its Expansion in Response to Silicon Valley Travelers' Needs; 3rd New Nonstop Market for SJC in 2015 --

San José, Calif. – Alaska Airlines has announced nonstop service between Mineta San José International Airport (SJC) and Eugene, Oregon, to begin Nov. 5, 2015. This daily flight is the first time Alaska has offered nonstop flights between Eugene and the Bay Area, and is the third new market for SJC in 2015.

"We warmly welcome new nonstop flights between Silicon Valley and the Willamette Valley, which is service our community has been requesting," said Director of Aviation Kim Becker. "Eugene and the surrounding region are key destinations for travelers who have business ties to technology, education, healthcare and manufacturing, and for students attending both the University of Oregon and Oregon State University. We're pleased to ease their journey and minimize travel times between our markets."

Tickets are available for purchase at www.alaskaair.com for this new service which will operate as follows:

City Pair	Departs	Arrives	Frequency
Eugene – San José	4:20 p.m.	5:50 p.m.	Daily
San José – Eugene	5:50 p.m.	7:20 p.m.	Daily

Flights begin Nov. 5, 2015, and will operate from SJC's Terminal B. Times are local.

The Eugene-San Jose flight will be operated by Alaska's sister carrier Horizon Air, using a 76-seat Bombardier Q400 aircraft. Customers flying on flights operated by Horizon can enjoy free soft drinks and Starbucks coffee, a la cart planeside baggage service, and complimentary Northwest wine and microbrews for passengers 21 years and older.

"San Jose is one of the most requested cities from our customers in the Willamette Valley," said John Kirby, Alaska's vice president of capacity planning. "We're excited to add our new flight to San Jose which is our first-ever nonstop from Eugene to the Bay Area, connecting key tech markets in two states."

(more)

Eugene service is the third nonstop market for SJC in 2015. [Southwest Airlines](#) launched a daily flight to Dallas (Love Field) in April, and will double this service beginning Nov. 1, 2015. [Hainan Airlines](#) will inaugurate five flights per week to Beijing on June 15, on the modern and luxurious Boeing 787 Dreamliner.

About Alaska Airlines

Alaska Airlines, a subsidiary of Alaska Air Group (NYSE: ALK), together with its partner regional airlines, serves more than 100 cities through an expansive network in the United States, Canada and Mexico. Alaska Airlines ranked "Highest in Customer Satisfaction Among Traditional Carriers in North America" in the J.D. Power North American Airline Satisfaction Study for eight consecutive years from 2008 to 2015. Alaska Airlines' Mileage Plan also ranked "Highest in Customer Satisfaction with Airline Loyalty Rewards Programs" in the J.D. Power 2014 and 2015 Airline Loyalty/Rewards Program Satisfaction Report. For reservations, visit www.alaskaair.com. For more news and information, visit Alaska Airlines' newsroom at www.alaskaair.com/newsroom

About Mineta San José International Airport

Mineta San José International Airport (SJC) is Silicon Valley's airport, a self-supporting enterprise owned and operated by the City of San José. SJC served 9.4 million passengers in 2014, a 7 percent increase year-over-year. SJC offers approximately 135 daily flights on 11 domestic and international carriers to 32 nonstop destinations.

SJC's five-star customer service experience sets it apart from other Bay Area and US airports. Airlines and passengers respond positively to SJC's customer amenities, including modern terminal buildings, free and fast WiFi, comfortable seating with built-in power outlets, a luxurious, award-winning lounge open to all travelers, a rental car center conveniently located across from the terminals and Global Entry kiosks to expedite arriving international passengers. Silicon Valley's airport is located in San José, California's third largest city and the nation's tenth largest city. SJC facts can be found [here](#). For more airport information, visit www.flysanjose.com.

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