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FOR IMMEDIATE RELEASE

Alaska Airlines Expands Flights to Sun Valley in 2014

Nonstop flights will run through early April in winter and weekends in October in fall

Sun Valley, ID – Fly Sun Valley Alliance and Sun Valley Resort are pleased to announce that Alaska Airlines is expanding its nonstop flights between Sun Valley and the cities of Los Angeles and Seattle for the upcoming 2014 winter, summer and fall seasons. This expansion will add an additional 37 inbound flights, and a 10 percent increase in total inbound seat capacity to Alaska's current service to Sun Valley (SUN). The additional dates will be available for booking online at www.alaskaair.com after October 13, 2013.

The 2013-2014 flight schedule will be:

Winter Season:

Dec 14 – April 6: one daily flight from Seattle (SEA) and Los Angeles (LAX) to/from Sun Valley (SUN)

2014 Summer/Fall Season:

June 13 – September 21: one daily flight between Los Angeles (LAX) and Sun Valley (SUN)

June 13 – September 28: one daily flight between Seattle (SEA) and Sun Valley (SUN)

October 3 – Oct 19: Weekly (Thurs/Fri/Sun) flights between Seattle (SEA) and Sun Valley (SUN)

"We expect this expanded flight schedule will stimulate increased tourism during our spring ski season, as well as into the fall months with our great weather and unique signature events," said Eric Seder, President of Fly Sun Valley Alliance. Seder said the expanded flight schedule is part of an annually negotiated air service contract between the Sun Valley Resort, Fly Sun Valley Alliance and Alaska Airlines. "We are proud to have a great partnership with Alaska Airlines to provide these important non-stop flights to our community," he added.

About Alaska Airlines

Alaska Airlines, a subsidiary of Alaska Air Group (NYSE: ALK), together with its partner regional airlines, serves 95 cities through an expansive network in Alaska, the Lower 48, Hawaii, Canada and Mexico. Alaska Airlines has ranked "Highest in Customer Satisfaction Among Traditional Network Carriers" in the J.D. Power and Associates North America Airline Satisfaction StudySM for six consecutive years from 2008 to 2013.

For reservations, visit www.alaskaair.com

About Fly Sun Valley Alliance

The mission of the non-profit Fly Sun Valley Alliance is to actively retain, develop and improve commercial air service access to the Wood River Valley for the benefit visitors, businesses and residents. For additional information, www.flysunvalleyalliance.com

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