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# News Release

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## Arctic Weather Brings More than Snow and Cold to Detroit

*-- Alaska Airlines to initiate first-ever Detroit service  
-- New nonstop flight to Seattle begins September 4<sup>th</sup>*

**Detroit, MI (February 11, 2014)** – Earlier today, Alaska Airlines announced it will begin serving the Motor City with its own iconic Eskimo-painted planes. The new daily service between Detroit Metropolitan Wayne County Airport (DTW) and Alaska’s hub at Seattle Tacoma International Airport (SEA), SEA-TAC, marks the first time Alaska will operate scheduled passenger service to and from Detroit using their own aircraft.

“Alaska’s decision to initiate new nonstop service between Seattle and Detroit shows the strength of our local business and leisure travel market,” said Thomas Naughton CEO of the Wayne County Airport Authority (WCAA). “Many may not realize it, but Alaska Airlines served nearly 6,000 travelers through Detroit last year in conjunction with its alliance partnerships with Delta and American Airlines.”

The new nonstop service will begin on September 4, 2014 with 737-900ER aircraft which seat 181 passengers. The daily flight from Seattle is scheduled to arrive at DTW’s North Terminal at 4:14 pm, and depart Detroit at 5:20 pm for the return to SEA-TAC.

Seattle has a rich and diverse manufacturing and technology economy that shares much in common with Detroit and Michigan. Both are important port cities that serve as vital gateways to their surrounding regions.

“It makes good sense for Alaska to start landing their own planes here, and we welcome their new service” said Joe Cambron, Director of Air Service Development for Detroit Metro Airport. “Seattle is a key gateway to the Pacific Northwest, and the carrier’s namesake state of Alaska. Government data shows that 32% of all passengers flying between Detroit and Alaska connect to an Alaska Airlines plane during their journey; this new service is going to make it much easier for travelers to reach many of those destinations.”

[more]

The new service announced by Alaska Airlines follows a great 2013 where Detroit saw new air service to Houston, TX and Denver, CO on Spirit Airlines; Trenton, NJ on Frontier Airlines and Ft. Myers on Southwest Airlines. 2014 will now see two brand new air carriers add service to DTW with JetBlue adding three daily flights to Boston in March and Alaska adding Seattle in September. Frontier Airlines will also add service to Wilmington (Philadelphia), DE in April 2014. “We’ve been on quite a streak lately with all these new low-cost carrier services and this year also brings our first ever second daily flight to London Heathrow starting in June on Delta,” said Marcus Kemper, VP of Planning and Development. “We hope to keep up all the momentum going forward.”

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-- See attached Alaska Airlines new release for more details.

***Detroit Metropolitan Wayne County Airport (DTW)*** welcomed more than 32 million passengers in 2013 and is one of the world’s leading air transportation hubs. With service from 13 scheduled passenger airlines, Michigan’s largest airport offers more than 1,100 flights per day to and from nearly 150 non-stop destinations on four continents. In 2010, DTW ranked highest in overall customer satisfaction among large airport in the J.D. Power and Associates North America Airport Satisfaction Study. With two award-winning passenger terminals, six jet runways, and an onsite AAA Four-Diamond Westin Hotel, DTW is among the world’s most efficient, customer friendly and operationally capable airports in North America. DTW is operated by the Wayne County Airport Authority, which also operates nearby Willow Run Airport – an important corporate, cargo and general aviation facility. The Airport Authority is entirely self-sustaining and does not receive any tax dollars to support airport operations. Visit [www.metroairport.com](http://www.metroairport.com) for more information.

***Alaska Airlines***, a subsidiary of Alaska Air Group (NYSE: ALK), together with its partner regional airlines, serves nearly 100 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 Study<sup>SM</sup> for six consecutive years from 2008 to 2013. For reservations, visit [www.alaskaair.com](http://www.alaskaair.com). For more news and information, visit the Alaska Airlines Newsroom at [www.alaskaair.com/newsroom](http://www.alaskaair.com/newsroom).