



“Washington state is Alaska Airlines’ home, and we take great pride in keeping our hometown healthy and vibrant.”

- Brad Tilden, CEO Alaska Air Group

Alaska Airlines | Hometown Airline

Alaska Airlines flies to well over 100 destinations, with nearly 1,200 flights a day.

If you go out to our airports and see our planes in the sky, it’s pretty obvious we’re in the travel business. But, if you asked our employees, they’d actually say we’re in the people business.

Collectively, that spirit is indicative of the pride we have in calling Washington state home. It shows through in how we serve tens of millions of travelers every year and how we impact our communities. It's our commitment to the work we do and how our customers are treated: every flight, every day. Our 19,000 employees, 8,000 of which are based in Washington state, have an innate pride in the exceptional service they provide, in our safety ratings, and in our commitment to sustainability.

There's something unique about Alaska Airlines that runs deep. It's a spirit and heartfelt commitment to our people that means something to each of our employees individually as well as to all of us collectively. And it permeates everything we do from safety, to caring for our guests, to flying great airplanes and taking care of our communities.

And nowhere else in the world does our focus on people shine more brightly than in our hometown. Washington state is Alaska Airlines' home, and we take great pride in keeping our hometown healthy and vibrant.

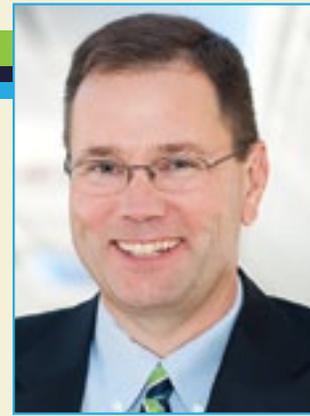
One way we're doing that is by giving back through programs focused on youth and education. Among the local programs we support is CHOICES, through the Highline School District. One of the best parts of my job is going into the classroom in Burien (where I attended school) and talking to kids, encouraging them to pursue careers in STEM—science, technology, engineering and math. I tell them they are in a great state for careers in the STEM field, especially with our rich infrastructure in aviation and aerospace. Alaska Airlines works to inspire students at the Museum of Flight, Raisbeck Aviation High School, the University of Washington and Washington State University.

We're also making progress in reducing environmental impacts by working with important partners like the Port of Seattle and Boeing to make the regular use of aviation biofuels at Sea-Tac a reality as soon as possible. Another way we are reducing our impact on the environment is by flying an incredibly fuel-efficient fleet using the latest satellite-based technology.

Supporting local business is equally important to us. With Alaska Airlines' home base located a mere five miles from where our airplanes are built, we enjoy a unique friendship with the great folks at Boeing. This incredible company just celebrated 100 years, and Alaska Airlines commemorated their century of innovation and dedication to our state with a special livery airplane. We work with smaller businesses too—Beechers Cheese, Chateau Ste. Michelle wines and Sun Liquor, to name a few.

So, while Alaska Airlines does fly to some pretty great places on the planet—from Costa Rica, to Glacier Bay to Kauai—it's flying home that really makes us smile. 

Brad Tilden, CEO Alaska Airlines

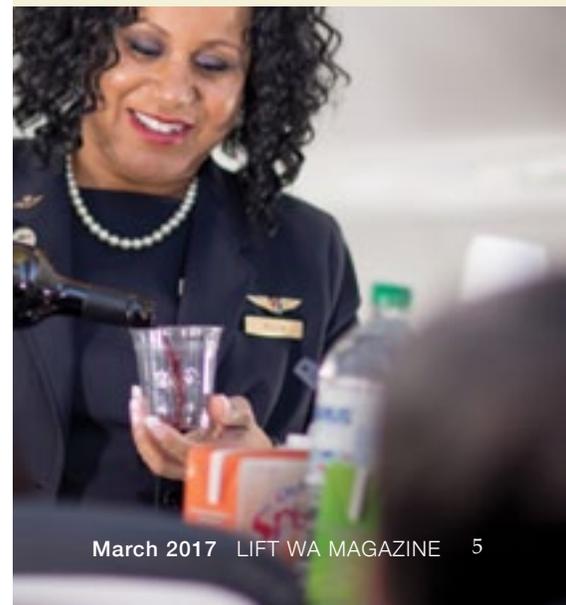


Chief Executive Officer of Alaska Air Group

Brad Tilden serves as the chairman and CEO of Alaska Air Group and Alaska Airlines. He is a 25-year veteran of Alaska Air Group, previously serving as executive vice president of finance and planning, chief financial officer, and corporate controller.

SNAP SHOT | BRAD TILDEN

- Chairman and CEO
Alaska Air Group and Alaska Airlines
- BA in business administration
Pacific Lutheran University
- Executive MBA | University of Washington
- Ranked #22 among the Top 50 Corporate Leaders in America | Fortune magazine | 2015
- Executive of the Year | Puget Sound Business Journal | 2016
- Distinguished Eagle Scout | Boy Scouts of America





SNAP SHOT | ALASKA AIRLINES

- Based in Sea-Tac, WA, Alaska Airlines, Horizon Air and Virgin America are wholly-owned subsidiaries of Alaska Air Group
- Alaska Airlines and Virgin America recently merged, making Alaska Airlines the 5th largest US airline
- Total employees: 18,800
- Washington state employees: 8,000
- Economic impact in Washington: \$5.6 billion

Recent Awards and Distinctions

- Named the **Number 1 US Carrier** by the *Wall Street Journal* (4 years)
- Named *J.D. Powers* choice for “**highest customer satisfaction among traditional carriers in North America**” (9 years)
- Named “**Most fuel efficient US airline**” by the *International Council on Clean Transportation* (5 years)
- Received the “**Diamond Award of Excellence**” from the *Federal Aviation Administration* (15 years)

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