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Friday, Feb. 8 2008

## Alaska Airlines Upgrades First Class Food Service on Many West Coast and Alaska Flights

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SEATTLE, Feb 08, 2008 /PRNewswire-FirstCall via COMTEX/ -- Alaska Airlines will upgrade its first class food service on more than 180 daily flights, nearly 40 percent of the carrier's departures, beginning Feb. 10. The airline will introduce a "First Class Variety Basket" during snack service on most flights between one and three hours operated along the West Coast and within Alaska.

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Featuring five to six high-quality products free of trans fats, high fructose corn syrup and MSG, the baskets will replace the airline's existing first class snack of nuts, a cookie or a cheese plate. The baskets also will be offered on some flights without snack service previously. Customers in the first class cabin will be invited to take one of each of the snacks, which will change periodically.

"The variety baskets will offer customers in first class a more plentiful, healthful range of snacks," said Greg Latimer, Alaska's managing director of brand and product marketing. "They'll be especially valuable for frequent fliers looking for something extra to tide them over until mealtime and for customers who want to take a snack with them off the plane."

A morning basket, offered on flights with snack service before 10:30 a.m., initially will include Sweet Perry Orchards pears in pear juice, Copper Cowbell white cheddar cheese slices, Emergen-C energy drink mix, Emerald Deluxe mixed nuts, Mocha Rocha candy and Barry's Bakery cinnamon pastry twists.

A daytime basket, served on flights with snack service after 10:30 a.m., initially will include Regenie's pita chips, Wild Garden hummus, Brother's fuji apple crisps, Emergen-C energy drink mix, Almond Roca candy and Mrs. May's cranberry trio bars.

Alaska Airlines and Horizon Air together serve 92 cities through an expansive network in Alaska, the Lower 48, Hawaii, Canada and Mexico. For reservations, visit [alaskaair.com](http://alaskaair.com). For more news and information, visit the Alaska Airlines/Horizon Air Newsroom at [alaskaair.com/newsroom](http://alaskaair.com/newsroom).

Note to media: High-resolution images of the baskets are available by calling Alaska Airlines Corporate Communications at (206) 392-5101.

SOURCE Alaska Airlines

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As of Monday, 02-04-2008 23:59, the latest Comtex SmarTrend® Alert, an automated pattern recognition system, indicated an UPTREND on 02-01-2008 for ALK @ \$25.77.

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