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FOR IMMEDIATE RELEASE

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Alaska Airlines Brings Maui Service Back to Sacramento
New Flights to the Aloha State Begin March 2010

SACRAMENTO, CA. — Alaska Airlines today announced plans to start nonstop service from Sacramento to Maui on March 26, 2010. The new service fills a void left when Aloha Airlines ceased all operations in March 2008. Since that time, officials at Sacramento International Airport have been working to convince another airline to restart the popular service.

Sacramento County Supervisor Roger Dickinson and Barbara Hayes, Executive Director of the Sacramento Area Commerce and Trade Organization (SACTO), assisted the airport with the pitch to Alaska Airlines. They traveled to Seattle in August 2009 with Director of Airports G. Hardy Acree and Deputy Director of Marketing Cheryl Marcell, to meet with the airline and talk about Sacramento's potential as a market for Maui flights.

"Having nonstop service to popular destinations is important to this region," said Roger Dickinson. "People won't have to drive to other airports to fly to Maui, and it keeps some of their travel dollars here in Sacramento."

"The renewal of this service is a testament to the strength of the Sacramento travel market," said Barbara Hayes. "Sacramentans are clamoring for more destinations, and this flight moves us in the right direction."

The new nonstop flights to Maui start just in time for Spring Break 2010, giving Sacramento travelers a terrific option for their tropical vacations. The once daily flight times are:

- Depart Sacramento at 8:15 a.m.
- Arrive in Maui at 10:50 a.m.
- Depart Maui at 11:15 a.m.
- Arrive in Sacramento at 8:00 p.m.

“Alaska Airlines’ timing of the new flight is perfect,” said G. Hardy Acree, “and it gives Northern California travelers one more reason to choose Sacramento International over other airports in the area.”

Sacramento to Maui tickets can be purchased on the Alaska Airlines Web site at www.alaskaair.com starting at 7 p.m. on November 10, 2009.

Sacramento County Airport System is responsible for planning, developing, operating and maintaining the county’s four airports: Sacramento International Airport, Executive Airport, Mather Airport and Franklin Field. For more information, visit www.sacairports.org.

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