



NEWS

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**ALASKA AIRLINES SIGNS LONG-TERM CONTRACT WITH
ATHENA BOTTLED WATER, EXTENDS SUPPORT FOR WOMEN'S CANCER
RESEARCH**

SEATTLE—Alaska Airlines today named Athena® bottled water, a product whose profits directly benefit women's cancer research, the airline's official bottled water. As part of a new contract with Athena Partners®, Alaska will serve Athena bottled water onboard its flights and in its airport Board Room lounges through October 2006.

Alaska's partnership with Athena began in October 2005, when the airline served Athena bottled water to support women's cancer initiatives during Breast Cancer Awareness Month. The airline awarded the long-term contract to Athena following the companies' promotional partnership and as the result of a competitive bidding process.

"Serving a bottled water that also supports cancer research is an idea both our employees and customers have embraced," said Gregg Saretsky, Alaska's executive vice president of marketing and planning. "We are thrilled to continue serving Athena bottled water here at Alaska Airlines."

Founded more than two years ago, Athena has sold 6 million bottles of water and donated more than \$100,000 to Seattle-based institutions that are world-renowned for cancer research. Organizations receiving funding include the Fred Hutchinson Cancer Research

Center, Virginia Mason Medical Center, University of Washington Medicine and the Marsha Rivkin Center for Ovarian Cancer Research.

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“We are very pleased to partner with Alaska Airlines, a company genuinely committed to supporting the cause and helping to raise awareness and funds for women’s cancer research,” said Trish May, founder and CEO of Athena Partners. “Alaska’s support will bring us one step closer to finding a cure.”

Athena water is also available at retailers and cafes throughout the Northwest, including Bartell Drugs, Costco Business Centers, Larry’s Markets, Safeway and QFC.

Alaska Airlines and its sister carrier, Horizon Air, together serve 88 cities in Alaska, the Lower 48, Canada and Mexico. For reservations visit alaskaair.com. For more news and information, visit the Alaska Airlines/Horizon Air Newsroom on the Internet at <http://newsroom.alaskaair.com>.

Athena Partners®, a 501(c)(3) not-for-profit corporation, is dedicated to advancing research and education to eliminate breast and gynecological cancers. A full 100 percent of the net profits from sales of Athena® bottled water and related products are devoted to innovative research to find a cure. Athena bottled water is available through grocery stores, coffee shops, cafés and other locations in the Northwest. Athena Partners’ Web site, www.athenapartners.org, provides a comprehensive directory to leading cancer information and resources about women’s cancers.

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