



Japan Airlines and Alaska Airlines Launch Partnership

~ New Cooperation Expands Japan Airlines' Network throughout Pacific Northwest~

TOKYO May 10, 2016: Japan Airlines (JAL) and Alaska Airlines have announced plans to enter into a codeshare agreement and a frequent flier partnership, which will provide customers with an enhanced network and more mileage earning opportunities between Japan and the U.S. Pacific Northwest.

With Alaska Airlines' extensive operations across California, Oregon, Idaho and Washington, JAL customers will have more flight options and access to new cities including Seattle and Portland. Additionally, travelers can take advantage of more improved connections to and from Asia via JAL's West Coast operations including Los Angeles, San Francisco, San Diego and Vancouver, B.C.

With the new codeshare agreement, scheduled to take effect June 29, pending government approval (official commencement date of the mileage partnership will be announced shortly), customers who fly Alaska Airlines and JAL will be provided with:

- seamless reservations and ticketing
- one-stop check-in and thru-checked baggage to JL/AS final destination
- smooth flight connections
- mileage accrual and award redemption opportunities
- superior customer service standards

“We are pleased to offer our customers more routes and destinations with our new partnership with Alaska Airlines,” said Hideki Oshima, JAL Executive Officer, International Relations and Alliances. “The new cooperation also allows JAL to strengthen its own presence throughout the Pacific Northwest and will provide additional mileage earning and redemption opportunities for our customers.”

“As a premium Japanese airline, JAL is a great addition to Alaska's line-up of high quality global partners, giving our Mileage Plan members more ways to earn miles for travel from the West Coast to Japan and beyond,” said Andrew Harrison, Alaska's executive vice president and chief commercial officer. “For the first time, our members will be able to earn and redeem miles within Japan, taking advantage of 600 daily flights on JAL's broad domestic network.”

JAL operates a modern fleet of Boeing 777-300ERs and 787-8s between Japan and North America. The airline offers up to four classes of service: First, Business, Premium Economy and Economy. JAL's First and Business Class services feature private suites, 23-inch LCD monitors and Asian-inspired cuisine and beverages. The JAL SKY SUITE seat was named Best Business Class Airline Seat by Skytrax in 2013 and the JAL SKY WIDER seat in its Economy cabin was recognized for Best Economy Class Airline Seat in 2015.

<More>



New codeshare flights with Alaska Airlines (AS):



Note:

1. Reservation and sales for codeshares start from June 21, 2016. (Japan Time)
2. Codeshare operations start from June 29, 2016. (US Time)
3. Effective date of mileage accrual and award redemption on AS-operated flights will be informed on JAL's website.

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About Alaska Airlines

Alaska Airlines, a subsidiary of Alaska Air Group (NYSE: ALK), together with its partner regional airlines, serves more than 100 cities through an expansive network in the United States, Canada, Costa Rica and Mexico. Alaska Airlines maintains a young, operational fleet of 153 Boeing 737 aircraft, with an average age of 9.4 years, and a regional fleet of 67 aircraft comprising E-175s and Q400s with a combined average age of 8.9 years. For more news and information, visit Alaska Airlines' newsroom at www.alaskaair.com/newsroom



About Japan Airlines

Japan Airlines (JAL) was founded in 1951 and became the first international airline in Japan. A member of the **oneworld®** alliance, the airline now reaches more than 305 airports in 51 countries and regions together with its codeshare partners with a modern fleet of more than 220 aircraft. JAL Mileage Bank (JMB), the airline's loyalty program, has reached over 30 million members worldwide. Awarded the most punctual major international airlines in 2009, 2010, 2012, 2013 and 2015, JAL is committed to providing customers with the highest levels of flight safety and supreme quality in every aspect of its service, and aims to become the most preferred airline in the world.

For more information, please visit <http://www.jal.com/en/outline/>

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