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DALLAS FORT WORTH INTERNATIONAL AIRPORT
PUBLIC AFFAIRS DEPARTMENT
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FOR IMMEDIATE RELEASE
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DFW International Airport Celebrates New Virgin America Low-Fare Service to Los Angeles, San Francisco

Unique service includes advanced in-flight entertainment platform and expanded choices for DFW travelers

(DFW AIRPORT, TX – December 1, 2010) DFW International Airport rolled out the red carpet for Virgin America’s much-anticipated new service to Los Angeles today. Arriving passengers on Virgin America Flight 1836 were treated to a Texas-sized welcome with a Virgin twist – a barbecue party on the Airport tarmac, complete with longhorn cattle and live music to mark the historic day. The Airport’s Department of Public Safety greeted the flight with a “shower of affection” water salute as the Airbus A320 taxied for arrival.

Virgin America’s arrival at DFW today marks the start of twice daily service to Los Angeles (LAX), and on December 6 the airline will begin twice daily nonstop service to San Francisco (SFO).

“We are ecstatic to have Virgin America at DFW International Airport,” said Ben Muro, Chairman of the DFW Board of Directors. “One of the top priorities for our Board and staff is to give the North Texas region a wide range of airlines and destinations, which in turn benefits the entire region as we attract visitors and provide opportunities for new business. More air travelers also mean greater economic advantages for businesses in our region.”

Dallas Mayor Tom Leppert, DFW CEO Jeff Fegan and Virgin Group Founder Sir Richard Branson led a gathering of North Texas Congressional and business leaders welcoming the arriving flight as the plane taxied directly to a 300-foot red carpet laid out for passengers.

“Virgin America’s decision to launch service from DFW to two major markets is a testament to the strength and vitality of the North Texas region,” said Jeff Fegan, CEO of DFW. “Our passengers will see a big benefit from the increased competition and the new Virgin America service. Their launch events are reflective of their brand – they are definitely entering the market in a big way and will offer travelers a distinctive choice.”

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“Virgin America at DFW offers travelers a different choice – and when more airlines compete, business and leisure travelers tend to win with lower fares and better service,” said Dallas Mayor Tom Leppert. “We welcome Virgin America and its unique approach to airline service and look forward to a long and productive partnership.”

“Our region’s incredible growth over the past decade makes it an important expansion market for Virgin America. Local travelers will be pleased to hear the news about this fun new airline option,” said Fort Worth Mayor Mike Moncrief. “With typical Fort Worth flair, we are proud to welcome Virgin America as a new member of our North Texas family.”

Virgin America is a new U.S. airline that offers travelers a host of inventive amenities, including beautifully designed mood-lit cabins, fleetwide WiFi, power outlets near every seat and the most advanced in-flight entertainment platform in the skies. The Red™ entertainment system offers films, live TV, videogames and even an on-demand menu – all via a nine inch touch-screen at every seatback. The airline will operate the new routes with its modern, 149-seat Airbus A320 aircraft.

“With touch-screen entertainment with hundreds of entertainment choices and new aircraft that look like nothing else in the skies, we think our service will be a breath of fresh air for Dallas-Fort Worth travelers,” said Virgin America President and CEO David Cush. “Before today, flyers along the routes had very little choice. A little healthy competition is always good for travelers – and we hope our flights can also bring some style and fun back to flying.”

The arrival of Virgin America’s new service to Los Angeles and San Francisco will inject new low-cost competition into two of DFW’s largest markets. The airline is now one of five low-cost carriers to serve the Airport.

“Virgin America provides DFW and the traveling public a tremendous new resource,” said Joe Lopano, executive vice president of marketing and terminal management for DFW. “DFW believes in competition, and a new airline with an exciting new product and price is great for North Texas.”

DFW has made a continuing push to broaden and strengthen the Airport’s network to the nation’s major cities. DFW now has 141 domestic and 42 international destinations, with non-stop or one-stop connections to virtually anywhere in the world.

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About DFW International Airport

Located halfway between the cities of Dallas and Fort Worth, Texas, DFW International Airport is the world's third busiest, offering nearly 1,750 flights per day and serving 57 million passengers a year. DFW provides non-stop service to 141 domestic and 42 international destinations worldwide. For the past four years in a row, DFW has ranked in the top five for customer service among large airports worldwide in surveys conducted by Airports Council International. For the latest news, real-time flight information, parking availability or further details regarding the many services provided at DFW International Airport, log on to www.dfwairport.com.

About Virgin America

Headquartered in California and launched in August 2007, Virgin America is one of the fastest growing new U.S. airlines of all time and currently employs over 1600 people. Virgin America offers guests attractive fares and a host of innovative features aimed at reinventing air travel. The airline's base of operations is San Francisco International Airport's International Terminal. The airline's new aircraft offer interactive in-flight entertainment systems and power outlets near every seat for electronic gear. Virgin America offers in-flight internet service on every flight and hosts the largest in-flight entertainment library in the North American skies via the touch-screen Red™ seatback platform. In addition to a 30-film library including Oscar winners, foreign language films and Hollywood blockbusters, Red features live TV, videogames, seat-to-seat chat, 3,000 MP3s, music videos, interactive Google maps and more. In just three years flying, Virgin America was named "Best Domestic Airline" in the Condé Nast Traveler 2008 and 2009 Readers' Choice Awards and "Best Domestic Airline" in Travel + Leisure's 2008, 2009 and 2010 World's Best Awards. For more: www.virginamerica.com

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