

NEWS



DALLAS FORT WORTH INTERNATIONAL AIRPORT
PUBLIC AFFAIRS DEPARTMENT
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DFW International Airport Welcomes New Virgin America Service to Los Angeles and San Francisco

Leading-edge domestic carrier to start service in December

(DFW INTERNATIONAL AIRPORT – August 10, 2010) – DFW International Airport today announced that Virgin America will begin nonstop service from DFW to Los Angeles (LAX) and San Francisco (SFO), beginning in December.

“Virgin America’s decision to launch service from DFW Airport to two major markets is a testament to the strength and vitality of the Dallas-Fort Worth region,” said Jeff Fegan, CEO of DFW. “Our passengers will see a big benefit from the increased competition and the new Virgin America service.”

The new service will launch with two daily flights from Los Angeles to DFW as of December 1, 2010 and two daily flights from San Francisco to DFW as of December 6, 2010. Virgin America will serve DFW utilizing modern Airbus A320 aircraft.

“Dallas-Fort Worth is one of the largest metropolitan areas in North America and a major center of business with strong ties to California – most notably in the financial services, energy and the Silicon Prairie-Silicon Valley high-tech sectors,” said Virgin America President and CEO David Cush. “With unrivalled value and a flight experience unlike anything else in the North American skies, we think our service will be a breath of fresh air for Dallas-Fort Worth travelers. Before today, travelers along these routes had very little choice and we think a little healthy competition is always a good thing – especially for consumers.”

Virgin America, a San Francisco-based airline established in 2007, offers travelers low-fare, upscale service and inventive amenities including mood-lit cabins, WiFi on every aircraft, power outlets near every seat and one of the most advanced in-flight entertainment platforms in the industry, known as “Red.”



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“Virgin America’s arrival at DFW Airport represents an outstanding new travel option for Dallas and our region,” said Dallas Mayor Tom Leppert. “We welcome Virgin America and its innovative approach to airline service and look forward to a long and productive partnership.”

“Our region’s incredible growth over the past decade makes Fort Worth and all of North Texas a very strong target for expansion for Virgin America,” said Fort Worth Mayor Mike Moncrief. “Our diverse business and cultural communities make an outstanding and rich marketplace for Virgin America to do business.”

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.

“Virgin America is well-known in the industry to have outstanding customer service,” said Joe Lopano, executive vice president of marketing and terminal management for DFW. “Our staff worked very hard to bring Virgin America to DFW, and the payoff will come in competitive fares, more options and great service for travelers.”

Virgin America will become the eleventh domestic carrier at DFW Airport, and the fifth low-cost carrier, when it starts service in December.

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 138 domestic and 38 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 passenger surveys conducted worldwide 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.



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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