

Alaska Air Group, Inc.

Employee Stock Purchase Plan

INSTRUCTIONS FOR ONLINE ENROLLMENT

Smith Barney announces new Benefit Access enrollment features at www.benefitaccess.com. As a participant in the Alaska Air Group Employee Stock Purchase Plan (ESPP), this flexible tool also allows you to track your investment in Alaska Air Group stock and make transactions at your convenience from your computer.

In preparation for the upcoming enrollment period, Smith Barney has provided the following instructions to guide you through using Benefit Access to enroll or make changes to your participation in the Alaska Air Group ESPP.

Questions regarding online enrollment? You can reach Smith Barney by calling 1.800.367.4777 or 1.212.615.7835. Customer service representatives are available Monday through Friday from 8 am until 6 pm Eastern Time (5 am until 3 pm Pacific Time).

Questions regarding eligibility? Call Corporate Affairs at 206.392.5131 or 206.392.5719 Monday through Friday from 8:30 am to 5:30 pm.

ENROLLING FOR THE FIRST TIME?

1. Go to the Smith Barney Benefit Access website at www.benefitaccess.com.
2. Click on **Enroll or adjust your contributions** located under **For Select Plans Only**.
3. Enter Alaska Air Group's stock symbol, **ALK**, and click on **Next**.
4. Enter your **Social Security Number** (do not include dashes) or, if you are a CAN or MEX employee, enter your **Global ID Number** and click **Next**.
5. Select **3/1/2009 – 2/28/2010** as the plan offering period you are enrolling in.
6. Enter your **date of birth**, and click **Next** (this is Smith Barney's challenge question for security purposes).
7. Click **Next** after receiving the message "Challenge answer validated successfully."
8. On the next page, enter the **Contribution** percentage (between 1% and 10%) you'd like to have deducted from your paycheck, and click **Submit**.
9. The next page will provide a confirmation of your enrollment election and a link to your plan documents.

ALREADY ENROLLED? WANT TO MAKE CHANGES?

1. Go to Smith Barney Benefit Access website at www.benefitaccess.com.
2. Click on **Enroll or adjust your contributions** located under **For Select Plans Only**.
3. Enter Alaska Air Group's stock symbol, **ALK**, and click **Next**.
4. Enter your **Social Security Number** (do not include dashes) or, if you are a CAN or MEX employee, enter your **Global ID Number** and click **Next**.
5. Select **3/1/2009 – 2/28/2010** as the plan offering period that your change will become effective.
6. Enter your **date of birth**, and click **Next** (this is Smith Barney's challenge question for security purposes).
7. Click **Next** after receiving the message "Challenge answer validated successfully."
8. You will be presented with an enrollment summary page that displays your current contribution election, an overview of the plan parameters, a history of your enrollment activity, and a link to change your enrollment. Click on **Modify** in the upper corner of the page.
9. On the next page, enter the **Contribution** percentage (between 1% and 10%) you'd like to have deducted from your paycheck, and click **Submit**.
10. The next page will provide you with a confirmation of your enrollment election and a link to your plan documents.

**OPEN ENROLLMENT CONCLUDES AT 9:00 PM PACIFIC TIME (MIDNIGHT EASTERN) ON
February 15, 2009.**