



## NEWS RELEASE

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### **ATA Announces New Enhancements to Southwest Codeshare**

*Southwest Airlines to begin selling most ATA-only markets;  
Airlines closely link their frequent flyer programs*

Indianapolis—March 1, 2006—In an important enhancement to ATA Airlines' codeshare agreement with Southwest Airlines, starting today most ATA-only operated markets will also be available for purchase through Southwest Airlines reservations and southwest.com. This will include ATA flights out of New York-LaGuardia, Washington-Reagan, Dallas/Ft. Worth and Chicago Midway (excluding international flights). It will also include flights between cities in Hawaii (Honolulu, Maui and Hilo) and the mainland airports of Los Angeles, Las Vegas, Phoenix, Oakland and Ontario, Calif.

In a separate enhancement to the codeshare, ATA will now offer additional Award earning options to customers. Travelers purchasing flights directly from ATA reservations and ATA.com will now have the option of earning either ATA Travel Awards points or Southwest Rapid Rewards credits. Additionally, those customers who choose to purchase ATA nonstop flights from Southwest can now receive Rapid Rewards credits for domestic routes. Travelers can begin taking advantage of these features starting today. At this time, flights booked through an online travel agency are not eligible for Southwest Airlines Rapid Rewards credit.

“This is welcome news for travelers who seek more and better options to save money and earn free\* travel benefits,” said ATA Chief Operating Officer Subodh Karnik. “As the first low-cost airlines to develop such unprecedented customer benefits, both Southwest and ATA are continuing to improve the codeshare that we launched in February of 2005.”

Beginning in the third quarter of 2006, Southwest has announced that its Rapid Rewards members will also be able to redeem Rapid Rewards credits for flights on ATA to domestic ATA destinations – including Hawaii. Interested customers should refer to Southwest.com for more details.

Through ATA's Travel Awards program, customers quickly earn free\* travel for flying on ATA. Registration is available online at [ata.com](http://ata.com). Travel Awards members earn one companion coach ticket to anywhere ATA flies in the continental U.S. after flying as few as three round-trips in coach class. A free\* round-trip, coach-class ticket to Hawaii can be earned in as little as twelve round-trip coach-class flights.

As ATA enters its 33rd year of operations, the Company is bringing more convenient, value-based service to the skies. ATA provides features travelers have come to expect, including advanced seat assignments, self-service kiosks and Web check-in. The carrier offers affordable travel to destinations such as New York, Dallas/Ft. Worth, Hawaii and Mexico. Through direct ATA service and connecting Southwest Airlines codeshare flights, ATA now serves customers in more than 60 markets. For more information, visit [ata.com](http://ata.com).

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\*Applicable fees and taxes apply. One round-trip, coach-class flight earns 500 points. Members who book online using their Travel Awards ID earn an additional 500 points. Redemption of a companion coach-class ticket within the continental U.S. requires 3,000 points. Redemption of a round-trip, coach-class ticket to Hawaii requires 12,000 points.