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***ATA Airlines Adding New Service To Kona, Lihue & Maui
ATA Now Serves Most Hawaiian Destinations Non-Stop from the Mainland***

INDIANAPOLIS, Indiana. November 20, 2006 – ATA Airlines announced today it would begin new service between Oakland International Airport and the Hawaiian cities of Kona and Lihue, and between Las Vegas and Maui, in June 2007. With this schedule, ATA will serve more Hawaiian destinations non-stop from the Mainland than any other airline.

SERVICE BEGINS:

Effective June 14, 2007:

- Three flights per week between Oakland International and Kona.

Effective June 15, 2007:

- Four flights per week between Oakland and Lihue, Kauai.
- Daily service between Las Vegas and Maui.
- Frequency between Oakland and Honolulu increases.

ATA remains the only airline serving Hilo from the Mainland. “This is especially good news for visitors who want to explore all of the Big Island,” said Stacy Higa, Chair Person – Hawaii County Council. “Hilo and Kona airport options will save visitors time and money, while giving them the opportunity to see all the Big Island has to offer.” Harry Kim, Hawaii County Mayor, added, “Being able to fly directly into and out of Hilo has been warmly appreciated by many, many people since ATA’s service began in April. The expansion of ATA to Kona will provide residents and visitors with another option for convenient arrivals and departures.”

“ATA passengers will love Kauai,” according to Kauai County Mayor Bryan Baptiste. “We are pleased ATA chose The Garden Island as part of its new service plans. We anticipate the new route will be a popular destination for those visitors seeking relaxation, while also enjoying a variety of activities as they explore our beautiful island.”

Entering its 33rd year of operations, ATA offers affordable travel from destinations like Guadalajara, Cancun, Hawaii, Oakland, Chicago, New York, Dallas/Ft. Worth and Washington, DC. Through connecting Southwest Airlines codeshare flights, ATA now serves customers in more than 60 markets. ATA provides features travelers have come to expect, including advanced seat assignments, self-service kiosks, Web check-in, and a frequent flyer program with one of the lowest thresholds for earning travel in the industry. ATA Travel Awards members have the option when booking their flights on ata.com or at 1-800-I-FLY-ATA of earning either ATA Travel Awards points or Southwest Airlines Rapid Rewards credits. For more information, visit ata.com.

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