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FOR IMMEDIATE RELEASE

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**ALASKA AIRLINES SERVES ATHENA WATER ONBOARD AIRCRAFT
TO SUPPORT LOCAL WOMEN'S CANCER INITIATIVES**

SEATTLE – Alaska Airlines and Athena Partners have joined together during National Breast Cancer Awareness Month to fight cancer one bottle at a time. Alaska will serve Athena bottled water to passengers on all flights throughout the month of October.

Founded by breast cancer survivor and former Microsoft executive Trish May, Athena Partners donates 100 percent of its profits from the sale of its water to women's cancer initiatives.

"We are proud to serve Athena water onboard Alaska Airlines this month," said Gregg Saretsky, the airline's executive vice president of marketing and planning. "Athena is a company passionately committed to eliminating women's cancers through research and education. We encourage our customers to enjoy Athena water onboard our planes this month and to look for it at local retailers."

Founded two years ago, Athena has sold 3.7 million bottles of water and donated more than \$100,000 to Seattle-based institutions that are world-renowned for cancer research. Organizations receiving funding include the Fred Hutchinson Cancer Research Center, Virginia Mason Medical Center, University of Washington Medicine and the Marsha Rivkin Center for Ovarian Cancer Research.

"We are very pleased to partner with Alaska Airlines, a company genuinely committed to helping people in our local communities," said Trish May, founder and CEO of Athena Partners. "Alaska's generous support will make an important contribution to raising awareness and funds that will bring us one step closer to finding a cure."

Athena water is also available at retailers and cafes throughout the Northwest, including Bartell Drugs, Costco Business Centers, Larry's Markets, Safeway and QFC.

Alaska Airlines and its sister carrier, Horizon Air, together serve more than 80 cities in Alaska, the Lower 48, Canada and Mexico. For reservations visit alaskaair.com. For more news

and information, visit the Alaska Airlines/Horizon Air Newsroom on the Internet at <http://newsroom.alaskaair.com>.

Athena Partners®, a 501(c)(3) not-for-profit corporation, is dedicated to advancing research and education to eliminate breast and gynecological cancers. A full 100 percent of the net profits from sales of Athena® bottled water and related products are devoted to innovative research to find a cure. Athena bottled water is available through grocery stores, coffee shops, cafés and other locations in the Northwest. Athena Partners' Web site, www.athenapartners.org, provides a comprehensive directory to leading cancer information and resources about women's cancers.

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