

About Virgin America: Launched in August 2007, Virgin America is a new California-based airline on a mission to make flying good again – with brand new planes, attractive fares, topnotch service, and a host of innovative amenities that are reinventing domestic air travel. The airline's base of operations is San Francisco International Airport's ultra-modern International Terminal. Virgin America flies to San Francisco, Los Angeles, New York, Washington D.C., Seattle, Las Vegas, San Diego, Boston, Fort Lauderdale, Toronto, Orlando (starting Oct 1, 2010) and Dallas-Fort Worth (San Francisco flights starting Nov 17, 2010 and Los Angeles flights starting Dec 6, 2010).

The Virgin America Experience: When you step onto a Virgin America flight, you will be welcomed by mood-lit cabins, custom-designed leather seats, and the most advanced in-flight entertainment system in the skies. The entire Virgin America experience was designed to be like no other. Marrying stylish design and innovative technology, Virgin America provides an upscale flying experience for less and gives guests control over their own in-flight experience.

Planes: All new Airbus A320-family fleet with highly customized design and interiors.

- One-of-a-kind mood lighting, with 12 shades that adapt to outside light
- 110v power outlets, USB and RJ-45 ethernet jacks near every seat
- 9-inch video touch-screens and qwerty keyboard/remote controls at every seat
- Main Cabin with custom designed, deeper and more comfortable leather seats
- Main Cabin Select with 38-inch pitch and special service
- First Class with Plush white leather seats – 55-inch seat pitch/165-degree recline

Amenities: The innovative Red system is 2-3 generations ahead of any in-flight entertainment system in the U.S. skies. Red allows guests to control what they watch, when and what they want to eat or drink, and what they want to listen to via touch-screen or remote control.

- More than 25 on-demand movies and 18 channels of live TV
- Kids' entertainment section with parental controls
- 3,000 MP3 library and ability to create own play-list
- A videogame library with favorites like DOOM
- Interactive Google Maps, so you can track your journey at eight levels of zoom
- On-board, seat-to-seat chat messaging
- World's first on-demand food and drink ordering system at every seatback
- First airline in the world to offer fleetwide in-flight internet service

Awards: Since launch, the carrier has captured a list of industry best-in-class awards:

- Best Domestic Airline in Travel + Leisure World's Best Awards for three consecutive years
- Best Domestic Airline in Condé Nast Traveler's 2008 and 2009 Readers' Choice Awards
- Best U.S. Business/First Class in the 2009 and 2008 Condé Nast Traveler Business Travel Poll
- #1 in Zagat's 2007 and 2008 Global Airlines Survey of 7,500 frequent fliers for quality in First/Business Class and #2 for quality in Coach among domestic carriers
- Arthur Frommer's 2007 Extra Mile Award in best new travel values for 2007

Corporate Social Responsibility: The carrier is committed to conducting business in a way that is consistent with our values and those of our stakeholders. It supports a variety of worthy causes and community organizations, such as California State Parks Foundation and the SF-based KIPP, Knowledge is Power Program. As the only California-based airline, it is committed to integrating sustainability into its business model and finding new ways to lead the industry on climate issues.

- Brand new fleet is up to 25% more fuel and carbon efficient than the average fleets in the U.S.
- Only airline to document carbon footprint via the Climate Registry's accepted standards
- Virgin Group profits in the company are re-invested in renewable fuels research
- First commercial passenger airline to be accepted into U.S. EPA Climate Leaders program
- Sustainable practices built into training and operations since launch, utilizing the latest in aircraft and engine technology to reduce fuel burn and emissions
- First airline to offer carbon offset option offered at booking – and in-flight, via the Red system

