

## 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 – one tailored to give guests control over their own unique in-flight experience, including food and entertainment on-demand.

**Our planes:** Virgin America has brand new Airbus A320-family aircraft, 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 at every seatback;
- Custom designed leather seats in our main cabin, and;
- Plush white leather seats in First with international-grade 55-inch seat pitch/165-degree recline.

**Our 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.

- Red offers live TV, movies, videogames, music and online chat rooms and coming in 2008 - WiFi at every seatback;
- More than 20 on-demand movies;
- 18 channels of live DISH satellite TV, including: ESPN, CNN, Fox, MTV, VH1;
- Videogames and a Kids' entertainment section with parental controls;
- Interactive Google Maps, so you can track your journey at eight levels of zoom;
- On-board, seat-to-seat chat messaging, that allows split-screen chatting while you use other Red system features;
- On-demand food and drink that is delivered when you want it cash free – with a credit-card payment system at your seat, and;
- Self-service beverage mini-bars at the back of the cabin.

**Our awards:** Just launched in August 2007, Virgin America has already received many noted travel industry awards:

- Ranked #1 in Zagat's 2007 Global Airlines Survey of 7,500 frequent fliers, for best quality in First/Business Class and #2 in Coach, among domestic carriers;
- Most popular choice for "airline people want to try" - Tripadvisor's 2008 Survey;
- Arthur Frommer's 2007 Extra Mile Award in best new travel values for 2007;
- TravelZoo, TZoo Award Finalist for 2008 - best domestic carrier value.



## Virgin America Vital Stats

### HQ

Virgin America is California's home town airline, with our operational base at San Francisco International Airport's (SFO) ultra-modern and convenient International Terminal, and HQ offices in nearby Burlingame, Calif.

### Cities

Virgin America now flies to seven major cities, directly to primary airports in the markets we serve. We expect to serve as many as 10 cities within our first year of operations, and up to 30 cities within five years.

- San Francisco (SFO) and Los Angeles (LAX),
- SFO and New York (JFK)
- JFK and LAX
- SFO and Washington D.C. (IAD)
- SFO and Las Vegas (LAS)
- LAX and IAD
- SFO and San Diego (SAN)
- Seattle (SEA) and SFO, and
- SEA and LAX effective April 8.

### Guest Loyalty Program

**eleVate** is Virgin America's loyalty program that allows guests to earn five points for every \$1 spent for travel and earn a free trip for as few as 4,900 points or as few as four roundtrips. **eleVate** also allows members to redeem points for any unsold seat on any flight at any time, without annoying holiday blackout dates or capacity restrictions.

### Employees

We've hired about 1200 people, with the hopes of growing to 5,000 within five years. Our team mates together built an airline from the ground up and have kept their passion and vision to make flying good again.

### Investors

Virgin America is the best-capitalized airline in U.S. history with \$312M investment on start up. Virgin America is a U.S.-owned and operated airline that has licensed the Virgin brand from our minority investor, Virgin Group. New York-based Cyrus Capital Partners and L.A.-based Black Canyon Capital are our lead investors.

