

INFLIGHT MAGAZINE COMPARISON

LARGEST MONTHLY CIRCULATION

American Way (two issues)	630,000
Delta Sky	615,000
Southwest Airlines Spirit	480,328
United Hemispheres	375,000
US Airways	340,894
Continental	313,566

LOW COST PER THOUSAND

United Hemispheres	\$28.08
American Way	\$19.03
Continental	\$14.88
Southwest Airlines Spirit	\$13.09
US Airways	\$8.73
Delta Sky	N/A

Note: Delta Sky did not meet MRI release standards for Fall 2009

TOTAL MONTHLY READERS

American Way (two issue)	3,270,000
US Airways	3,097,000
Southwest Airlines Spirit	2,872,000
Continental	2,406,000
United Hemispheres	1,721,000
Delta Sky	N/A

Note: Delta Sky did not meet MRI release standards for Fall 2009

2009 PASSENGER TRAFFIC

American Airlines	104,726,242
Southwest Airlines	101,374,390
Delta Air Lines	68,081,992
United Airlines	55,325,157
US Airways	51,426,586
Continental	44,334,591

SOURCES: Audience/CPM: 2009 Fall MRI. CPM based on 4C. Circulation: American Way 2010 rate base; Spirit US Airways; Continental - June 2009 BPA; Delta Sky; United Hemispheres - Echo Media.com; Passengers: American Airlines; Includes American Eagle; other carriers from 2009 U.S. Department of Transportation, based on full year domestic traffic. Estimated international traffic based on nine-month actual and three-month estimated. 03.11.10