



Copper River Estate and Wahluke Wine Company Team Up To Serve Washington Wines Onboard Alaska Airlines

SEATTLE, May 1, 2012 /PRNewswire/ -- Alaska Airlines is now serving Diversion, a premium wine by Copper River Estate, to customers onboard all flights.

"Diversion Wine is a unique project brought together by a passion and loyalty for Washington wines," said Damian Davis, president of Copper River Estates. "We are delighted to begin this relationship with Alaska Airlines and to serve a Washington Wine to their travelers."

This collaboration between Copper River Estate and Alaska Airlines reflects Alaska Airlines' longstanding commitment to offer customers high-quality, locally produced food and beverages, including well-known favorites such as Beecher's cheese, Starbucks Coffee, Tim's Cascade potato chips and Alaskan Amber beer.

"We are honored to be part of this unique collaboration bringing our award winning wines everywhere Alaska Airlines travels," Butch Milbrandt, owner and founder of Wahluke Wine Company.

Both Diversion Chardonnay and Diversion Merlot will be exclusively sold on Alaska Airlines. The Chardonnay is bright with the aromas of apples and vanilla. The Merlot holds the classic aromas of Washington blackberries, plums and currants. The winemaker for Diversion is Suzanne Elliott.

The Diversion portfolio also includes Cabernet Sauvignon, Majestic Red and Riesling which are available to select retailers and restaurants throughout the Northwest. Please log on to www.Diversionwine.com to locate a retailer or restaurant near you.

About Copper River Estate

Copper River Estate is a joint venture between Rainier Wine and the Wahluke Wine Company, owned by Butch and Jerry Milbrandt. Rainier Wine, located in Seattle, produces and distributes Diversion, Mad Housewife, and several eclectic wines across the country.

About Wahluke Wine Company

Wahluke Wine Company provides unparalleled grape-to-bottle winemaking capabilities in Eastern Washington. The integration of custom winery services offers one-stop-shopping for

wineries including crush to-bottle, tank and barrel storage and case goods warehousing. Their Mattawa facilities produce nearly half-a-million cases of wine annually for a number of clients including Ryan Patrick Vineyards, Milbrandt Vineyards and Copper River Estate. Owned and operated by the Milbrandt family, it's part of the Milbrandt's long agricultural history in Eastern Washington. They planted their first vineyards in 1997 in the area now designated as the Wahluke Slope AVA. In 1998 they planted the Evergreen Vineyard and more recently the Ancient Lake Vineyard both of which are located 7 miles northwest of George. Today, they farm 12 distinct vineyard sites totaling nearly 2,000 acres and produce their own Milbrandt Vineyards label.

About Alaska Airlines

Alaska Airlines and Horizon Air, subsidiaries of Alaska Air Group (NYSE: ALK), together serve 90 cities through an expansive network in Alaska, the Lower 48, Hawaii, Canada and Mexico. Alaska Airlines ranked "Highest in Customer Satisfaction among Traditional Network Carriers" in the J.D. Power and Associates 2008, 2009, 2010 and 2011 North America Airline Satisfaction Studies(SM). For reservations, visit www.alaskaair.com. For more news and information, visit the Alaska Airlines/Horizon Air Newsroom at www.alaskaair.com/newsroom