

For Immediate Release

**'VIRGIN AMERICA' ANNOUNCES NAME, EXECUTIVE TEAM, AIRBUS ORDER
*A320-Family Aircraft Will Form Backbone of Newly Named Airline's Fleet***

NEW YORK (June 15, 2004) – Fred Reid, head of the new Virgin-branded U.S. domestic airline, today announced the carrier's official name, Virgin America, and said the airline has entered into agreements to acquire and lease up to 105 Airbus A320-Family aircraft. Reid made the announcements during a speech before the International Aviation Club in Washington, D.C., where he also introduced the company's American management team.

Reid marked this milestone in Virgin America's development, saying that these aircraft will form the backbone of the carrier's fleet, which is scheduled to begin service in 2005. "This is a major step toward realizing our goal of launching a truly 21st century alternative airline here in the United States," said Reid. "Our approach for launching a new airline, by licensing the valuable Virgin brand, has never been done before in the U.S. market. We are thrilled to enter the world's largest aviation market and bring Virgin's world-renowned reputation for customer service to the United States."

The aircraft deal calls for initial delivery in early 2005 with a firm order for 18 new aircraft – 11 A319s and seven A320s – with 15 additional new A320s being leased from GE Capital Aviation Services (GECAS). The agreement with Airbus also contains options for up to 72 additional aircraft. All aircraft will be equipped with engines from CFM International, a 50/50 joint company between Snecma Moteurs of France and GE. "This is the type of boost the U.S. economy needs. Virgin America is proud to be an engine of job growth in the United States," said Reid.

"While we had very compelling proposals from two world-class aircraft manufacturers, we are pleased with the favorable economic terms we achieved," said Reid. "These agreements will allow us to design a modern, efficient business model, while providing the outstanding customer experience and value that travelers have come to expect from the Virgin brand. The wider bodies of the planes, modern design, lighting and climate control features will help us deliver that unique Virgin flair."

The U.S.-based, American-owned and operated company selected the Virgin brand for its official name – Virgin America – to signal its aspiration to deliver better value to U.S. air travelers. By leveraging Virgin's brand attributes, Virgin America plans to create an airline that is obsessed with customer service and flawless execution.

"Virgin America will combine the brand's world-renowned customer focus and its distinctive, fun approach to help transform the negative perceptions of the airline industry," Reid said. "At its essence, the Virgin brand has earned a global reputation for its unwavering commitment to customer service, its leadership in customer-friendly innovation and for creating real value regardless of the industry."

Reid also introduced his team of top U.S. aviation executives that together will build and manage Virgin America. The American management team includes:

- **Don Applegarth, Chief Information Officer:** Applegarth has over 18 years of airline and technology experience. Previously, he was a vice president at Navitaire, a division of Accenture, where he focused on business development for the Navitaire division's airline reservation systems, and vice president and CIO at Western Pacific Airlines.
- **Bob Dana, Chief Financial Officer:** Dana has more than 16 years experience as an investment banker with U.S. Bancorp Piper Jaffray and Credit Suisse First Boston where he focused on airlines, air freight and other transportation accounts.

- **Stacy Geagan, Director of Communications:** Most recently, Geagan was the director of public relations and corporate communications for Song, Delta Air Lines' low-fare start up. She draws on nearly a decade of public relations and consumer marketing experience in the airline industry.
- **Joe Houghton, Chief Pilot:** With more than 20 years of management and operations experience, Houghton was the assistant chief pilot for US Airways where he managed 725 pilots, including mainline and MetroJet operations, and logged more than 11,000 hours of flight time.
- **Todd Pawlowski, Vice President of Airports and Customer Service:** With more than 18 years of experience, Pawlowski most recently spent eight years as the North American vice president of customer service at Virgin Atlantic.
- **Fred Reid, Head of Virgin America:** Reid has more than 25 years of experience in airline management, most recently serving as president and chief operating officer of Delta.
- **Terry Rendleman, Senior Vice President of Technical Operations:** Rendleman brings over 22 years of executive management experience with major airlines as senior vice president of maintenance operations for United Airlines and senior vice president of technical operations for Northwest Airlines.
- **Bob Weatherly, Senior Vice President of Flight Operations:** Logging more than 17,000 hours on large transport aircraft, Weatherly has spent 35 years in airline operations, including positions as vice president of flight operations at Atlas and Canadian Airlines.

About Virgin America

Virgin America will be the 21st century alternative airline, an innovator that challenges industry norms to deliver a better value for domestic air travelers. With its corporate headquarters in New York and principal operational base in San Francisco, the company will unite Virgin's world-renowned customer-focus, and distinctive style to create a high-value, low-fare airline that offers more – more options, more comfort, more entertainment, more value. The U.S. airline will be American-controlled and majority-owned as well as managed by a team of leading American aviation executives.

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