

VIRGIN AMERICA
IN-FLIGHT MEDIA & STRATEGIC PARTNERSHIPS



WE'RE CREATING AN AIRLINE PEOPLE LOVE AND WE WANT YOU TO BE A PART OF IT

It's time to make flying good again. It's time to bring great service back to the skies. And while we're at it, let's not forget style, entertainment, and relaxation.

When we created Virgin America, we wanted to create an airline that would always challenge the status quo, one that people could expect more from.

We believe this is how air travel should be.

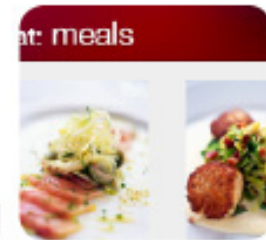
THIS IS HOW TO FLY.



MORE ENTERTAINMENT MORE COMFORT MORE OPTIONS MORE FUN

We've incorporated the Virgin brand's world-renowned customer focus and style to create an airline that offers more.

- Brand new planes
- Mood lighting
- 9" touch display monitors
- Pay-per-view movies
- Live TV
- Music videos
- MP3s
- Remote control device
- On-demand food service
- Seat-to-seat chat
- Video games
- Premium leather seats
- 110v power, USB, and Ethernet



AWARDS

Zagat's 2007 Global Airlines survey of over 7,500 frequent fliers ranked Virgin America #1 for overall quality in first/business class among all domestic carriers and #2 among domestic carriers for quality in coach.

Tripadvisor's 2008 Annual Travel Survey named Virgin America the most popular choice for "new airlines" that people want to try.

Travelzoo 2008 Tzoo Awards named Virgin America a finalist for best overall provider of airfare deals.

PRESS

THE WALL STREET JOURNAL

"Virgin America seeks to mix low fares and high fashion."

"Analysts said they were impressed with the carrier's attitude and amenities..."

USA TODAY

"...a more comfortable, higher-tech experience than what the traditional big U.S. carriers offer..."

THE LOS ANGELES TIMES

"...the shiny new planes seemed like a throwback to an era when flying was glamorous, and service was a priority...Branson is once again shaking up the industry..."

THE SAN FRANCISCO CHRONICLE

"Virgin America has already shown it can generate buzz."

WIRED

"Like a multimillion dollar iPod that flies..."

MEET OUR GUESTS: THE RIGHT PEOPLE FOR YOUR BRAND

They are influencers, buzz generators, and trendsetters.

They work in innovation-oriented industries—fashion, film, media, technology, design. They are savvy decision makers and value-oriented shoppers. They're cutting-edge travelers who deserve a great flying experience.

- Over 1 million guests flown
- 2.75 million guests projected for 2008
- 400–450 thousand loyalty members to join ELEVATE in the first year



THE INFLUENCERS

We have a highly desirable captive audience with tremendous influence and potential for viral impact. They are looking for interesting new ways to interact while onboard. Our planes are a perfect match for tech-savvy individuals who want to engage with RED, our unparalleled interactive entertainment system.

Virgin America’s RED is an innovative way to distribute compelling content and sell more products directly to the right people.

GUEST PROFILE

Male	52%
Female	48%
Age 18–49	66%
Median household income	\$108,714
College educated	54%

TECHNOLOGY	INDEX SCORE*	LEISURE	INDEX SCORE*	TRAVEL	INDEX SCORE*	FITNESS	INDEX SCORE*
Satellite radio	172	Spas	216	Upscale Hotel	206	Snow Skiing	229
Email on cellphones	164	Dining Out	188	Car rental	191	Hiking	184
iPods	149	Museums	177	Bed and Breakfasts	161	Tennis	179
Text messaging	140	Music concerts	163			Golf	175
HDTVs	138	Live theater	156			Yoga	174
DVRs	128	Sports	136			Cycling	150
		Shopping	124				
		Music and video shopping	125				

*Source Scarborough Research

INTRODUCING RED A STATE-OF-THE-ART IN-FLIGHT INTERACTIVE PLATFORM.

We believe life in the air should be an extension of life on the ground. Whether in first class or in the main cabin, we know life shouldn't come to a halt while flying on a plane. That's why we created RED, a custom-developed vehicle that brings our guests a revolutionary in-flight entertainment (IFE) experience.

RED offers our guests the flexibility to select what they want when they want it. Guests can grab a remote and choose from our dozens of movies, TV channels, and music videos, or search through our library of over 3,000 MP3s. They can also use RED for seat-to-seat chat with other guests and even order food or drinks anytime. Our like-minded partners lead in the next generation of ways that continue to make RED an innovative and dynamic system.



WATCH

Movies: Dozens of pay-per-view movies
Campus Movie Fest Short Films

Television: Live TV supplied by Dish Network
Pay-per-view TV shows

Music Videos: Library of music videos
(Selection of TV and movies available in seven languages)

LISTEN

Music: Build playlists from over 3,000 mp3s

Radio: 20 streaming radio stations

Audiobooks: Selection of bestselling works (coming soon)

INTERACT

Text: Seat-to-seat, chat rooms

Games: USB gaming device

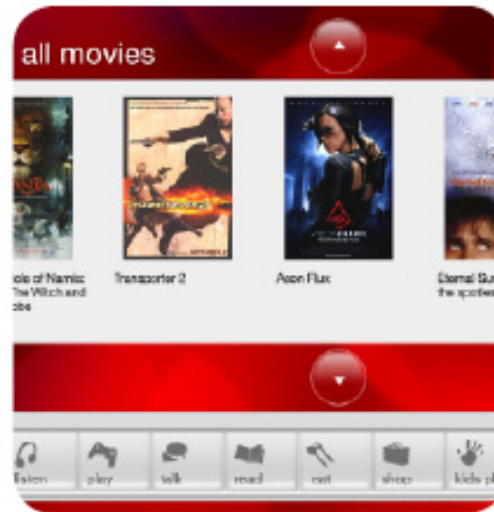
Food: Order food and drinks on-demand

Play: Kids content, games and parental controls

Shop: e-catalogs (coming soon)

Maps: Google interactive maps

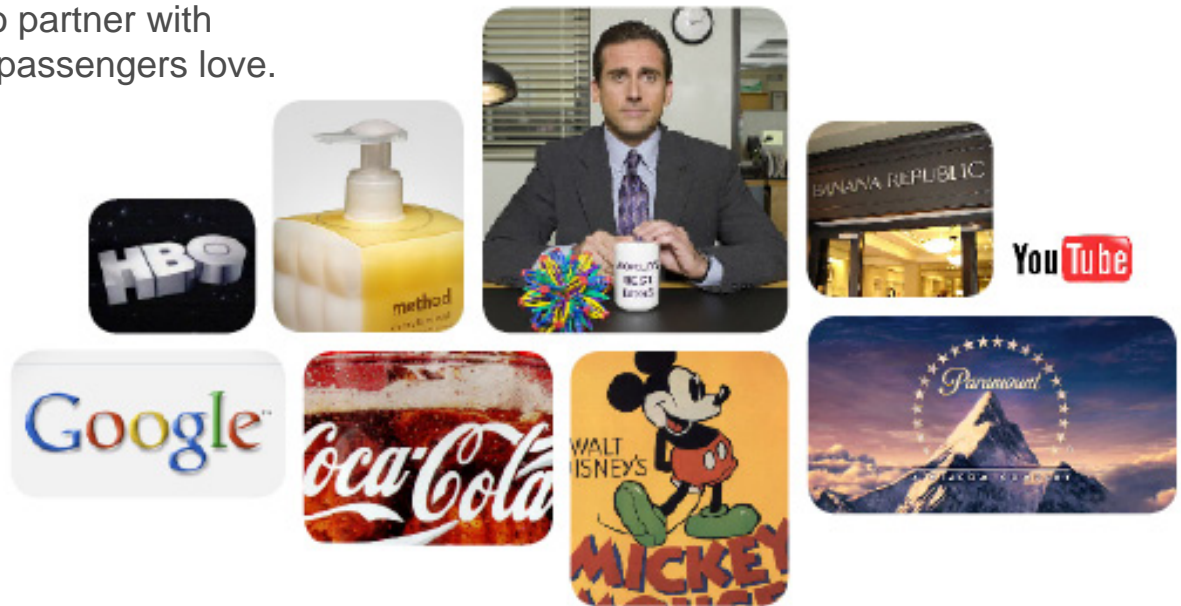
Read: News and more (coming soon)



CREATING AN AIRLINE PEOPLE LOVE MEANS PARTNERING WITH BRANDS PEOPLE LOVE.

From soap to nuts, we look to partner with best in class brands that our passengers love.

HBO
You Tube
Emerald
20th Century Fox
Paramount
WB
NBC Universal
Current
Walt Disney
Google
Method
Coca-Cola
Banana Republic



THE SKY IS THE LIMIT

Partner with us and change what is possible. Deliver a compelling experience to guests that differentiates our brands, builds brand loyalty and achieves a significant return on investment. This is the key to our collective success.

THIS IS HOW TO FLY.

