

VIRGIN AMERICA LAUNCHES PARTNERSHIP WITH FRONTIERS OF FLIGHT MUSEUM

TO SUPPORT MUSEUM'S K-12 EDUCATIONAL PROGRAMS

Virgin America Celebrates with Unveiling of New Museum Exhibit and Fare Sale on the Airline's Dallas Love Field Routes with \$10 Per Booking Donated to the Museum's STEM Programs*

Dallas – August 11, 2015 – Virgin America, the airline known for low fares and upscale service, today announced a new partnership with the Frontiers of Flight Museum at Dallas Love Field (DAL) and unveiled its new exhibit chronicling the airline's effort to bring its award-winning product and service to DAL. As part of the new partnership, the airline will help provide scholarships for students attending the Flight School and other educational programs at the museum. Virgin America announced the new partnership today along with airline teammates, museum officials and local 5-6th grade students participating in the Flight School program at an unveiling of the airline's new exhibit. To celebrate the partnership and show its support for the Museum's STEM programs, the airline is offering a two-for-one deal on flights between DAL and Austin-Bergstrom International Airport** and fare sale with \$10 from each ticket sold to or from the Dallas Metroplex donated to the Frontiers of Flight Museum*. Tickets start from \$49*** and are on sale now at www.virginamerica.com and at 1.877.FLY.VIRGIN**** and must be purchased by 11:59 pm PT on August 13, 2015.

“Since first launching service in the Dallas metroplex in 2010, Virgin America has been committed to supporting community organizations and educational programs like the Frontiers of Flight Museum's Flight School,” said Virgin America's Chief Operating Officer, Steve Forte. “This museum houses a rich aviation history and it's truly an honor to unveil our exhibit today and share it with fellow aviation enthusiasts.”

Through its partnership with the Frontiers of Flight Museum, Virgin America will provide scholarships for students enrolled in the organization's Flight School and other educational programs that offer a unique learning environment for students of all ages, designed to apply science, technology, engineering, and mathematics (STEM) principals to the area of aviation and space flight through guided museum tours and classroom educational programs. This summer, Virgin America provided scholarships to 50 students to participate in the Flight School program.

Also as part of the extended partnership, Virgin America's exhibit was unveiled during a commemorative ribbon cutting ceremony and tells the story of the airline's entrance at Dallas Love Field, including May 2014's public advocacy campaign at www.FreeLoveField.com, where more than 28,000 travelers have voiced their support of free-market competition, low fares and more choice at Love Field. The Virgin America exhibit also displays the original "Love Letter to Love Field" written by Sir Richard Branson, photographs from the airline's launch festivities at Dallas Love Field on October 13, 2014 and video highlights of Virgin America's eight-year history.

“We are very excited about having this remarkable exhibit in our Love Field Gallery,” said Cheryl Sutterfield-Jones, President and CEO of the Frontiers of Flight Museum. “Our partnership with Virgin America is instrumental to our mission of inspiring students of all backgrounds to excel in science, technology, engineering, and math.”

As Dallas Love Field's latest resident, Virgin America offers its guests sleek, tech-forward aircraft cabins with custom-designed seating, fleetwide WiFi, signature moodlighting, power outlets near every seat and the unparalleled Red® in-flight entertainment system. In addition to a Main Cabin that offers custom-designed leather seating with a deeper, more comfortable pitch, Virgin America's First Class cabin offers plush white leather 'cradle sleeper' seating with 55 inches of pitch, 165 degrees of recline and lumbar massagers. The carrier's Main Cabin Select service offers 38 inches of pitch, free food and cocktails, an all-access pass to media content, dedicated overhead bins and priority check-in/boarding. The Red in-flight entertainment platform offers guests their own seatback touch-screen TV, with more than 25 films, live TV, interactive Google Maps, videogames, a 3,000 song library and an on-demand menu, which allows flyers to order a cocktail or snack from their seatback any time during a flight.

Since its 2007 launch, Virgin America has created more than 2,800 new jobs and expanded its network to include Austin, Boston, Cancun, Chicago, Dallas Love Field, Fort Lauderdale, Las Vegas, Los Angeles, Los Cabos, Newark, New York (JFK), LaGuardia Airport (LGA), Orlando, Palm Springs (seasonal), Portland, Puerto Vallarta, San Diego, San Francisco, Seattle, Washington D.C. (IAD and DCA), Honolulu (as of November 2, 2015) and Kahului, Maui (as of December 3, 2015).

Photos of Virgin America's unique aircraft and broadcast quality b-roll can be found at: <https://www.virginamerica.com/cms/about-our-airline/photos.html>.

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Media Contact: Sean Harris 650-554-1971 or sean.harris@virginamerica.com

About Virgin America: Known for its mood-lit cabins, three beautifully designed classes of service and innovative fleetwide amenities — like touch-screen personal entertainment, WiFi and power outlets at every seat, Virgin America has built a loyal following of flyers and earned a host of awards since launching in 2007 — including being named the "Best U.S. Airline" in *Condé Nast Traveler's* Readers' Choice Awards for the past seven consecutive years and "Best Domestic Airline" in *Travel + Leisure's* World's Best Awards for the past eight consecutive years. For more: www.virginamerica.com

About the Dallas Frontiers of Flight Museum: The Frontiers of Flight Museum is conveniently located just north of downtown on Lemmon Avenue at the southeast side of Dallas Love Field Airport, north of Mockingbird Lane. Housed in a modern 100,000 square-foot facility, the Museum provides a focal point to explore the history and progress of aviation, as mankind continues to pursue going higher, faster and farther. Hours of operation: Monday – Saturday: 10 a.m. to 5 p.m.; and Sunday: 1 p.m. to 5 p.m. Admission: Adults \$10; Seniors (65+) \$8; Youths/Students (3-17) \$7 and children under 3 are free. For more information, visit www.flightmuseum.com

***Frontiers of Flight Museum Donation:** Virgin America will donate \$10 for each ticket sold during the "Giddy Up" fare sale to the Frontiers of Flight Museum, with a maximum donation of \$25,000 (cash and in-kind value).