

Aloha Airlines Selects IBM

IBM's Self Service Offers Travelers Ticket Purchase, Baggage, Airport and Onboard Amenities

HONOLULU, HI--(Marketwire - December 12, 2007) - Aloha Airlines has chosen IBM (NYSE: [IBM](#)) to expand its customer service offerings. IBM's self-service systems give travelers more options for using the Web as well as kiosks to check-in without wait, check baggage, and choose amenities such as lounge access and in-flight meals.

As part of an overall modernization effort, the IBM system will go beyond simple ticket purchasing and check-in options. Aloha Air customers will be able to select onboard amenities such as in-flight meals, group check-in, purchase of paid upgrades, and frequent flyer account management. In addition, the system will allow for the retrieval of passenger records by bar code scan from itinerary or passenger loyalty card.

The IBM system will offer these functions through both the Web and next-generation IBM kiosks incorporating 17-inch touch screens, passport readers, barcode scanners, overhead LCD displays and more.

IBM will also provide Aloha with a dedicated express bag drop application and touch screen drop off stations designed to expedite the bag drop process and speed the customer through the airport.

"Aloha is very proud to rank as one of the nation's top airlines for on-time performance, fewest complaints and excellent bag handling," said Mike Malik, Aloha's Chief Information Officer. "The IBM System will allow us to provide a highly competitive level of service to customers. We are really excited about this and other major investments we are making at Aloha to transform the airline."

Aloha recently marked its 60th anniversary, recalling the carrier's first revenue flight in 1946 between Honolulu and Hilo via Kahului. Today, Aloha serves millions of travelers to the islands of Oahu, Maui, Kauai and the Big Island of Hawaii with comfortable, full-size Boeing jets and convenient flights throughout the day, including hourly departures from Oahu and Maui, and Oahu and Kauai. Aloha also offers transpacific service between the Islands and Oakland, Sacramento, Orange County, San Diego, Las Vegas and Reno.

IBM is the leading provider of self-service solutions to the world's airlines and airports, delivering its first airline kiosk in 1993 and helping to develop the Common Use Self Service Standard. Today, IBM is a leader in the development of innovative customer facing self-service applications, offering integration and consistency across kiosk, Web and wireless channels. For more information please visit www.ibm.com on the World Wide Web.

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