

Alaska Airlines and Horizon Air Notify 1,500 Customers of Payment Card Misuse

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Alaska Airlines and Horizon Air, subsidiaries of Alaska Air Group, Inc., are notifying about 1,500 customers of payment card misuse by a former call center employee.

Affected customers who provided their addresses to the company were sent letters via first-class mail yesterday. For the remainder, a notice with the details is being posted on the company's Web site.

The former employee misused the payment card information provided by some customers to pay for reservation changes. Rather than process the payment on behalf of Alaska or Horizon, this individual processed the change requested but diverted the payment to a personal account. The diversions occurred between August 2006 and June 2008. Customers are not being held responsible for any repayment.

Alaska and Horizon take their obligation to safeguard customers' personal information very seriously. The company notified law enforcement authorities and is cooperating with their investigation.

Affected customers are encouraged to review their relevant payment card statements to ensure there have not been any unauthorized transactions. They may also contact their payment card issuer or bank, order a free credit report or take other actions -- as specified in a reference guide available on the Web at <http://alaskaair.com/>. In addition, they may contact Alaska and Horizon at (800) 401-5403, between 8 a.m. and 5:45 p.m. (Pacific time) Monday through Friday.

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