

Air Service Consortium – Marketing Status Report

Action Items:

- A. Marketing Plan Status
- B. Passenger Survey Card Discussion
- C. Market Research Survey
- D. Print Ads in the Daily Astorian, Coast River B. Journal, and Newport News-Times
- E. Radio Ad Creative
- F. Review of Press Releases
- G. Other Media Placement
- H. Status of In-Flight Magazine Update
- I. Status of Seaport's Efforts with PDX Marketing Experts
- J. Update on Use of Annual Events in Promotional Materials
- K. Update on contacts with Crestview Golf Course, Oregon Coast Aquarium

A: Marketing Plan Status:

Hotel Coop Partnerships

Action Items Completed Between Sept. 11th to Present

-SeaPort Air dot com's new Route Destination page layouts went live on 8/10/2009

-**North Coast:** The Cannery Pier's information gathered and sent to HBCWeb

-Published Date: 9/29/09

-**Hotel Prospecting:** Continue reaching out to The Adobe, The Overleaf in Yachats, and Hotel Commodore in Astoria to determine a level of interest in partnering. Lack of response thus far.

Next Steps

-Contact The Adobe, The Fireside and Crestview

-Contact Tracy Hooper with Distinctive Beach Lodgings (Northern Coast)

Regional Coop Event Marketing

Action Items Completed Between Sept. 11th to Present

-The following events have been identified to maximize SeaPort's awareness and sponsorship discussion are currently taking place:

-**North Coast:**

Seaside Oktoberfest (10/19)

88th Cranberrian Festival (10/11-12)

-**Central Coast:**

Yachats Village Mushroom Festival (10/16-18)

Lincoln City Fall Kite Festival (10/10-11)

Next Steps

-Begin planning the following events for the remainder of the year:

-North Coast:

Boomer's Expo (11/07)

-Central Coast:

10th Annual Yachats Celtic Music Festival 11/6-8)

Outdoor Advertising

Action Items Completed Between Sept. 11th to Present

-Jantzen Beach CBS board contract confirmed

Next Steps.

-Continue exploring coastal inventory with Lamar and Meadow Outdoor

B: Passenger Survey Card Discussion:

Action Items Completed Between Sept. 11th to Present

-SeaPort survey cards currently in implementation with over 160 responses company-wide received and tabulated

Next Steps

-Continue implementing the Passenger Survey Cards for maximum response

C: Market Research Survey:

Action Items Completed Between Sept. 11th to Present

-Passenger Survey Cards rolled out

Next Steps

-Time is needed now to continue receiving feedback to develop a larger sample

D: Print Ads:

Action Items Completed Between Sept. 11th to Present

-Daily Astorian (September):



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The Emerald City is only 2 hours away with SeaPort Airlines! Depart the North Coast to Seattle to attend a ball game, shop downtown, or visit a friend.

With daily flights, connecting to Seattle is easier than ever before.

- ▶ **NO TSA** (Transportation Security Administration)
- ▶ **FREE ONSITE AIRPORT PARKING**
- ▶ **FLIGHTS IN AND OUT OF SEATTLE'S**
Boeing Field (10 minutes from downtown Seattle)
- ▶ **PRIVATE TERMINAL** at PDX
- ▶ **AFFORDABLE FARES**
- ▶ **ARRIVE JUST 15 MINUTES** before departure

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-Coast River Business Journal (September):



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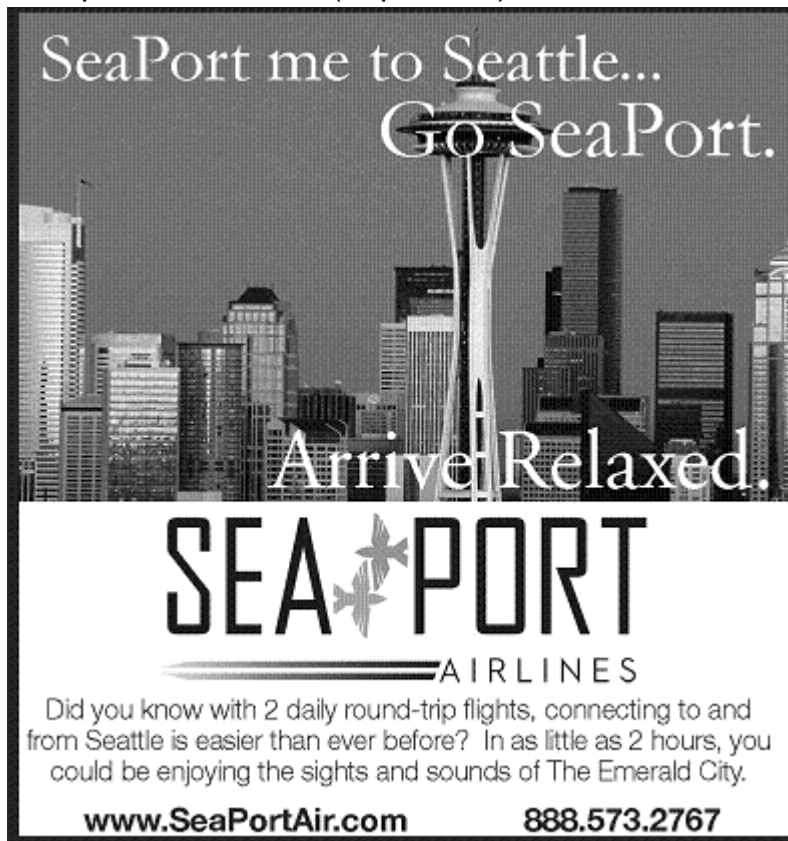
The Emerald City is only 2 hours away with SeaPort Airlines! Depart the North Coast to Seattle to attend a ball game or shop downtown. Daily flights make getting to Seattle a breeze.

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-Newport News Times (September):



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Did you know with 2 daily round-trip flights, connecting to and from Seattle is easier than ever before? In as little as 2 hours, you could be enjoying the sights and sounds of The Emerald City.

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E: Radio Ad Creative:

Action Items Completed Between Sept. 11th to Present

-North Coast, NNB Radio

“SeaPort Airlines offers 3 daily round-trip flights to and from Seattle connecting the north coast and The Emerald City in under 2 hours. Enjoy the benefits of free airport parking, no TSA, and the convenience of a private plane. What we offer isn’t just an alternative – it’s the future of short distance travel. Book today at 888.573.2667, that’s 888.573.2667 or visit us online at seaportair.com. Go SeaPort. Arrive Relaxed.”

-Central Coast, Yaquina Bay Broadcasting

“SeaPort Airlines offers 2 daily round-trip flights to and from Seattle connecting the central coast and The Emerald City in less than 3 hours. Enjoy the benefits of free airport parking, no TSA, and the convenience of a private plane. What we offer isn’t just an alternative – it’s the future of short distance travel. Book today at 541.867-FLY2, that’s 541.867-FLY2 or visit us online at seaportair.com. Go SeaPort. Arrive Relaxed.”

F: Review of press release:

Action Items Completed Between Sept. 11th to Present



FOR IMMEDIATE RELEASE, September 2nd 2009

Contact Information

Kent Craford : CEO / SeaPort Airlines
503.970.4978

Matt Kyler: Marketing Manager / SeaPort Airlines
503.789.0927, Matt@SeaPortAir.com

Pac-10 Football Game Plan Charters, SeaPort Style

College football fans from around Oregon and Washington can once again conveniently charter to their favorite team playing afar

Portland, Ore. – Back by popular demand, SeaPort Airlines will offer college football fans around the Pacific Northwest an alternative means of transportation when attending scheduled 2009 home or away games – affordable chartered air service. SeaPort will transport fans direct to the city of choice from either Seattle or Portland, but additional arrangements can be accommodated for an additional fee.

“The level of booked Pac-10 charters from last year’s Game Plan Charter program was astounding,” says Nate Webb – Charter Agent, SeaPort Airlines. “There are four home games taking place on the same Saturday this year between the Beavers and Ducks where interstate 5 will be a parking lot. A short SeaPort flight back to Portland or Seattle sounds like the perfect solution!” For your team’s home and away games, the SeaPort Pac-10 charters offer competitive rates as low as –\$189 per person – and fast, efficient travel times. The SeaPort fleet of PC-12 aircrafts offer safe, luxurious, and ample cargo room to haul game-day supplies while carrying up to 9 passengers.

SeaPort Airlines operates 36 daily scheduled flights in five Northwest cities with no TSA screening, bringing the convenience of a private aircraft to the average traveler for the same cost as the old airlines. What SeaPort offers isn’t just an alternative – it’s the future of short-distance air travel.

Since its start June 30, 2008, SeaPort has carried over 20,000 passengers.

SeaPort Airlines operates Swiss-built Pilatus PC-12s, a pressurized, fast and comfortable turbo-prop aircraft. SeaPort Airlines is a dba of Alaska Juneau Aeronautics, an FAA Part 135 certified scheduled air carrier founded in 1983. Tickets can be purchased at SeaPort’s website, www.SeaPortAir.com or by calling 888.573.2767. See Web site for airfare, rules and availability.

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FOR IMMEDIATE RELEASE, September 1, 2009

Contact Information

Kent Craford : CEO / SeaPort Airlines
503.970.4978

Matt Kyler: Marketing Manager / SeaPort Airlines
503.789.0927, Matt@SeaPortAir.com

SeaPort Air to Transfer the Wizard Crew

Select crew members of the F/V Wizard, as featured on Discovery Channel's #1 television series "Deadliest Catch", are coming to Astoria

Portland, Ore. – The Pacific Commercial Fishermen's Festival takes place September 19-20 at the Port of Astoria and SeaPort Airlines will be transporting select Wizard Crew members from Seattle. "There is no quicker way to transport the crew other than SeaPort Airlines," says Matt Kyler – Marketing Manager. "No other means of transportation can deliver the crew from Seattle to Astoria in less than 2 hours, and that includes a stop in Portland."

Commercial fishing is a traditional industry of the Columbia-Pacific region and continues to have a significant influence on the lives of people in the region. "We're just thrilled to have these guys participate," says Festival Director Ron Williams. "It's great that they are taking an interest in what we're doing here to celebrate and educate people about the commercial fishing industry."

The F/V Wizard is owned by Keith and Florence Colburn. Keith is a long-time crabber in the Bering Sea who was the Captain of the Wizard for many years prior to purchasing the vessel in 2005. While Captain Colburn has another engagement, he was quick to support and encouraged having members from his crew participate. In addition to appearances by crew from the Wizard, F/V Maverick, which also appeared in episodes of "Deadliest Catch," will be docked at the Festival. This is destined to be the biggest, most informative and fun-filled event celebrating the commercial fishing industry and the people who risk their lives to bring seafood to our tables.

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FOR IMMEDIATE RELEASE, September 22, 2009

Contact Information

Kent Craford : CEO / SeaPort Airlines
503.970.4978

Matt Kyler: Marketing Manager / SeaPort Airlines
503.789.0927, Matt@SeaPortAir.com

SeaPort Offers a Direct Flight to Yakima

For one weekend only, SeaPort Airlines will be transporting “Hop Heads” direct to Yakima for the 7th Annual Fresh Hop Ale Festival

Portland, Ore. – On October 3rd, SeaPort Airlines will offer a direct flight from their private PDX terminal to Yakima, WA making the Fresh Hop Ale Festival more accessible to the Portland Metro area. SeaPort Air will deliver festival-goers on Saturday, October 3rd from PDX at 2:30pm direct to Yakima and bring them back to Portland on Sunday, October 4th at 11:30am. The cost is \$298 roundtrip, subject to a \$3.60 Federal Segment Fee.

“I’ve attended this festival and look forward to it every year,” says Kent Craford – President, SeaPort Airlines. “The only thing better than attending the Fresh Hop Ale Festival is avoiding the drive home!” Nothing celebrates the superior taste of craft beer better – and the fact that Yakima produces 77% of the US hop crop – than the 7th Annual Fresh Hop Ale Festival.

For a brew to be considered a “fresh hop ale” for the festival competition, it must be produced with hops that were picked no more than 24 hours prior to brewing. Brewers then bring their freshly brewed kegs of beer to the fest, where an expert panel of judges, selects first, second, and third place Fresh Hop Ales. Festival-goers also vote, with their taste buds, and a “Most Pours Award” crowns the crowd favorite.

Come to the source: Saturday, October 3, 2009, 6pm-11pm (21 and over only, ID required) at the Millennium Arts Plaza downtown Yakima. Tickets are \$30 in advance, or \$35 at the gate. Hilton Garden Inn room packages are available by calling 509.454.1111. All festival proceeds benefit the Allied Arts of Yakima Valley (est. 1962) – a nonprofit organization dedicated to the coordination and promotion of arts events and programs in the valley

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G: Other Media Placement

Action Items Completed Between Sept. 11th to Present

-**Central Coast:** Joined the COCA and extended our listing in the upcoming 2010 visitors brochure (200,000 projected circulation)

H: SeaPort Magazine Status:

Action Items Completed Between Sept. 11th to Present

- SeaPort Magazine issue #2 currently in development with a focus on Oregon's Wine Tourism
- Coastal coffee 101, Wine, Art on the coast (Astoria & Newport)
- Co-op story about an artist on the coast
- Coastal storm watching
- Astoria's Historic Commodore Hotel
- Newport's Rogue Ales
- Eastern Oregon Bird Watching

Next Steps

-Collect coop ad creative, testimonials, and letter from the president to submit to the News Times

I: SeaPort's Efforts with PDX Marketing Experts & Other Local Partners:

Action Items Completed Between Sept. 11th to Present

On September 3rd, SeaPort participated in the CAR Golf Tournament located at Gearhart Golf Links.

On September 12th and 13th, SeaPort partnered with Rogue Ales and hosted a booth at The Long board Classic surf competition in South Beach.

On September 15th, SeaPort sponsored the BULL Session golf tournament. Booth materials were provided, hole branding was created, airfare donated, and staff onsite.

On September 16th-19th, SeaPort partnered with the Pendleton Main Street Cowboys for Round Up. Marketing materials and a brand banner were allocated for the event.

On September 19th, SeaPort partnered with the Astoria Sunday Market and sponsored the Pacific Commercial Fisherman's Festival and flew the Wizard Crew down from Seattle which resulted in great PR from KPTV Ch12.

On September 24th, Matt at SeaPort participated in the Travel Portland's monthly social networking event where he met Tracy Hooper with Distinctive Beach Lodgings.

J: Use of Annual Events in Promo Material:

Action Items Completed Between Sept. 11th to Present

- No further progress

Next Steps

- Develop branded folders and press kits for quick distribution (Q4-Q1 2010).
- Design a 10' banner for future events to coincide with booth materials

K: Update on Contacts:

Action Items Completed Between Sept. 11th to Present

Crestview Golf Course & The Overleaf Hotel

- Continue conversations with Mark at Crestview Golf course and The Overleaf

Next Steps

- Collect website elements for SeaPortAir.com from both entities

Oregon Coast Aquarium

- Carri has still been unreachable and won't return voicemails left by Matt. SeaPort is asking members of the Consortium for assistance

Next Steps

- Schedule a phone conference with Carri Lewis

Salishan Resort

- Salishan's website content went live on 09/04