

Alaska Air Group

2019 VIRTUAL ANNUAL STOCKHOLDERS MEETING

RULES of CONDUCT

1. The Chairman of the Board will serve as chairman of the meeting and has the authority to make any and all determinations with respect to the conduct of the meeting and procedures to be followed.
2. Any issues that arise at the meeting with respect to legal matters will be resolved by Alaska Air Group's General Counsel.
3. We welcome questions from stockholders. Questions can be submitted during the meeting by entering your voting control number and typing the question into the web portal at our virtual meeting site. In addition, stockholders can enter a queue to ask a question by telephone by following the instructions provided at proxyvote.com.
 - a. Questions regarding matters to be acted upon at the meeting will be answered after each matter has been presented, as appropriate.
 - b. There will also be a question-and-answer session near the end of the meeting for topics of general interest to stockholders. Please limit each question to one topic. Proxyvote.com limits questions to 4,000 characters. Questions that exceed the limit may be submitted to Jennifer Thompson at jennifer.thompson@alaskaair.com.
 - c. Questions from stockholders will be grouped by topic with a representative question read aloud and answered as time permits.
 - d. If a stockholder has a matter of individual concern or one that was not addressed during the meeting, please email the question to Alaska Air Group's assistant corporate secretary (jennifer.thompson@alaskaair.com).
4. Recording of this meeting is prohibited. A webcast playback will be available at alk.onlineshareholdermeeting.com within 24 hours of the meeting. The webcast will be available for approximately one year.