

Hawaiian Airlines

A message from our new CEO, Diana Birkett Rakow

Aloha,

This month we celebrate 96 years of Hawaiian Airlines, an incredible legacy of service and commitment to people, place, connection and hospitality. It's an honor for me to step into the role of CEO for Hawaiian Airlines, working alongside our teams to uphold that proud legacy and create a strong and thriving future for a carrier that has meant so much to Hawai'i for nearly a century.

As we combine with Alaska Airlines and maintain our distinct brands, we will continue to evolve and invest in our company and in the service you enjoy, so that we can take you farther while remaining deeply committed to Hawai'i and all the communities we serve. You may have seen some recent updates behind the scenes like the retirement of our HA call sign. These are operational, not cultural, and won't impact the Hawaiian experience you've come to expect from us. What makes Hawaiian Airlines who we are — our values, our people, and our deep roots in Hawai'i — remains at the center of every decision we make.

This evolution means new opportunities, but it has also meant a significant amount of change for you — uniting our networks to open up new destinations for your travel, transitioning HawaiianMiles to Atmos Rewards, and introducing additional status tiers, new ways to earn, new ways to reward your loyalty, and Huaka'i by Hawaiian for kama'ina. As we pushed a lot of change through our systems to bring you more value, I know that some of you encountered technical issues with your Atmos account, managing travel, or knowing whether to contact Hawaiian or Alaska for support. Mahalo for your patience as we work through this transition and improve your experience across our apps, websites, and airport spaces. Our teams are focused on resolving issues now, even as Alaska and Hawaiian remain on separate passenger service systems.

Next spring, we will transition to a single system that will make booking, check-in and overall travel far more seamless. And Hawaiian Airlines will join the oneworld alliance, opening up even more opportunities for travel around the world. You can follow updates on our progress at hawaiianairlines.com/content/hawaiian-is-here-to-stay.

Most importantly, Hawaiian Airlines is still here — and will continue to be here — guided by the strength and grace of Pualani and inspired by Hawai'i and our people. Today, we're able to take you farther with an expanded network offering four times more nonstop and one-stop destinations between Hawai'i and the US continent, Asia and other regions, and to reward your loyalty with more benefits through Atmos Rewards and Huaka'i.

As we look ahead, I welcome your help in shaping our next chapter. Please share your thoughts on your recent experiences in this brief survey — your feedback is invaluable and

truly helps to guide our decisions.

Our commitment to being Hawai'i's trusted airline is enduring. On behalf of our more than 6,600 team members who call Hawai'i home, mahalo for your continued loyalty. We look forward to welcoming you onboard soon.

Mahalo,