

# Alaska Airlines

Bradley D. Tilden  
President & Chief Executive Officer

March 31, 2014

The Honorable Bill Shuster  
Chairman  
Committee on Transportation and Infrastructure  
United States House of Representatives  
2165 Rayburn House Office Building  
Washington, D.C. 20515

Dear Chairman Shuster,

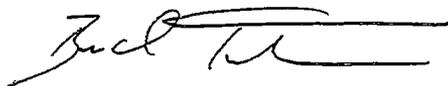
I am writing to thank you for introducing H.R.4156, the Transparent Airfares Act of 2014. Your leadership and support of this legislation are very much appreciated along with the bipartisan support of Congressman Peter DeFazio, full Committee Ranking Member Nick Rahall, Aviation Subcommittee Chairman Frank LoBiondo, Aviation Subcommittee Ranking Member Rick Larsen, and Congressman Tom Graves.

The Department of Transportation fundamentally changed U.S. airline advertising practices in January 2012 when it imposed the so-called Full Fare Advertising Rule, which required airlines and travel agents to include government-imposed taxes and fees in the base price of an advertising airfare. The Full Fare Advertising Rule was promoted as being pro-consumer when in reality it enabled the government to hide its ever-increasing taxes and fees on the aviation industry.

Currently, air carriers and their customers are subject to 17 different taxes and fees. The President's FY 2015 budget proposal included \$4.1 billion in new and higher taxes and fees. Without a change in the Full Fare Advertising Rule, these tax and fee increases would be portrayed as the airlines raising the price of a ticket with no added benefit to customers.

Again, thank you for your efforts on behalf of the aviation industry. We look forward to working with you and your colleagues to ensure timely passage of H.R.4156.

Sincerely,



cc: The Honorable Peter DeFazio  
The Honorable Nick Rahall  
The Honorable Frank LoBiondo  
The Honorable Rick Larsen  
The Honorable Tom Graves