

Press information

For Immediate Release 13 February 2007

MIDWEST AIRLINES DEBUTS NEW INFLIGHT MAGAZINE - MyMidwest



Midwest Airlines today announced the debut of its new inflight magazine - MyMidwest. The new publication, produced under contract by Ink Publishing, will be carried aboard all Midwest flights beginning March 1.



"Our new magazine reflects our continuing efforts to make our customers' top-rated onboard experience even better," said Scott R. Dickson, the airline's senior vice president and chief marketing officer. "Passengers will enjoy a larger magazine filled with engaging feature articles, useful guides to our destinations and expanded onboard service information, packaged in a fresh, new design."

Dickson explained that the name MyMidwest reflects the unique ownership the airline's customers feel for the brand, and their growing sense of community as Midwest Airlines loyalists.

The magazine joins other 2007 enhancements to the airline's onboard product. The SkyMall catalog is now available on all Midwest flights, and the airline continues to roll out its onboard credit card processing system, which is expected to be fully in place later in first quarter.

Enhancing the onboard product is another component of Midwest's comprehensive 2007 business plan, which includes the launch of 50-seat Midwest Connect regional jet service in April, and the addition of six new cities and a dozen new routes in 2007. Earlier this year, the airline announced new nonstop service between Milwaukee and Duluth/Superior starting March 4, between Kansas City and Seattle/Tacoma starting April 1, and between Kansas City and Columbus beginning May 1.

Midwest Airlines features jet service throughout the United States, including Milwaukee's most daily nonstop flights and best schedule to major destinations. Catering primarily to business travelers and discerning leisure travelers, the airline earned its reputation as "The best care in the air" by providing passengers with impeccable service and onboard amenities at competitive fares. Skyway Airlines, Inc. - Midwest's wholly owned subsidiary - operates as Midwest Connect and offers connections to Midwest Airlines as well as point-to-point service between select markets on regional jet and turboprop aircraft. Together the airlines offer service to 49 cities.