

WHY? FLY*i*

JUNE 1-30, 2005

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independence airSM
go your own waySM

Happy birthday to us.

It's a landmark for Independence Air and our customers. For sharing an affordable, convenient, interesting, wonderful ride that's now one year old.



A reason to celebrate.

How high have we climbed in this one short year? Independence Air is flying approximately 400 low fare flights every day, serving 45 cities—an unprecedented roll-out in the industry. During Independence Air's first year, Washington Dulles has become the preferred airport in the DC metro area and has gone from 23rd to 5th in the U.S. in terms of daily flights. It has also become one of America's largest low-fare hubs. In fact, the U.S. Department of Transportation has recognized the positive impact Independence Air has had on reducing air fares in many markets. If you fly from metro DC, to DC or through DC, fares just aren't what they used to be.

And this was just our first year.

You're paying less and you're respected more.

Airlines are... well, airlines. They disappoint you, they take you for granted, they annoy you—and then they lose your bags. Independence Air went into business with a vow to make a difference. And we did. Our commitment to Tender Loving ServiceSM—communicating quickly and honestly and respecting our customers' time and intelligence—are turning customers into fans every day (thanks for all the letters and emails!) Oh, and the baggage thing? Our performance this year makes us one of the highest-rated airlines in America for baggage delivery—and the first airline to promise that if your bag doesn't arrive with you, your one-way fare is on us.*

Never again.

What a difference a year makes.

Independence Air has literally changed air travel for millions of people. We introduced the flying public to a service spirit they've never seen before and thought of ways big and small to deliver low fares with high quality. Like a rewards program without blackout dates and restrictions. Like hot towels. Like inflight entertainment devices with hours of great content. Like comfortable seats. Like interesting celebrity safety announcements worth putting the paper down for. And there's no going back.

So, happy birthday to us. All of us. This high-energy, forward-thinking, status quo-busting, difference-making experience that is Independence Air and the people who fly it.

Here's to many, many more.



Fast, easy and less expensive.

Of course it all starts with low fares.

We offer low fares every day. We're not one of those airlines that tries to disguise itself by offering lower fares for a while as a marketing ploy. We offer low fares not as a temporary gimmick, but because it is our DNA.

We've taken a straightforward approach. So, no overnight stay requirement. No roundtrip purchase requirement. Plus you don't have to worry about overbooking and all of our seats are assigned. Simple, huh?

Plus lots of flights and convenient schedules.

We are already operating hundreds of flights system-wide, with many non-stop flights a day to each of our destinations from Washington Dulles International Airport. For our Dulles passengers in particular, frequent service means convenient schedules for you. That means you can fly where you want, when you want. For passengers traveling through Dulles, it means lots of convenient connecting options from which to choose.

If you're traveling for business, it can mean the difference between eating in an airport bar and eating dinner at home.

**Book online at FLYi.com
or call 800-FLY-FLYi**

We're all business about business.

We are focused on making travel productive, convenient and comfortable for business travelers.

- **Frequency:** We have built a schedule that affords Dulles-based business travelers frequent service to many destinations and non-Dulles based travelers lots of options for connecting flights.
- **No overbooking:** We just don't do it. Enough said.
- **Low change fee:** We take the sting out of changing your plans. You can change or cancel your itinerary prior to scheduled departure for just \$35 (or \$25 at FLYi.com) plus any difference in fare. And if you arrive at the airport early on the day of your trip, we'll get you on an earlier available flight without charging a change fee.
- **A rewards program that makes sense:** We've designed the iCLUBSM to be easy to use: you can use the rewards without blackout dates and seat restrictions.
- **Easy connections:** No running across several terminals to connect to your flight at Dulles. All of our flights depart from gates that are close by—with the furthest just an easy, few-minute walk. No waiting for trains. No need to run a mile to catch your flight. No worrying about whether or not you'll need another shower before your meeting.
- **Great planes:** Brand-new Airbus A319s for our longer flights and 50-seat jets for shorter hops—all with the most comfortable seats we could find.
- **Bag Valet Service:** When traveling on our 50-seat jets, you can drop off and pick up your bag at the side of the plane. You are on, off and on your way fast and with less hassle.
- **And, of course, great, low fares.** So, you can fly the airline you want without causing your CFO to raise a brow.

Living the **iLIFE**SM

The iLIFE is about having the freedom to pick up and go where you want, when you want—and still having money to spend when you get there. It's a weekend adventure that feels longer than a weekend. It's escaping to gather seashells and drink sweet tea... or recharging your batteries in a magical mountain retreat. It's engaging in a culinary adventure... or embarking on the pursuit of the perfect golf course.

Each month you will hear about remarkable places to go on Independence Air—on a whim or for a week—all through the unique perspective of our FLYi Guy. The best part is that we present exclusive and desirable offers at each of these destinations for Independence Air customers only.

At Independence Air we are focused on making travel easier, less expensive and more interesting. We hope you enjoy living the iLIFE!

You will also find all of our iLIFE adventures, resorts and hideaways and the associated special offers on FLYi.com



LIVING THE iLIFE AT

Blackberry Farm

“There is just no way this can be right. I am supposed to visit and report back on Blackberry Farm, one of the finest luxury hotels in the world?? I like deep-fried Twinkies, for crying out loud. I mean, is everyone qualified busy?”

These were my thoughts when my boss told me about this month's iLIFE assignment. Actually, as I came to discover, “assignment” is a poor choice of words. Math problems are an assignment. This was something else.

So, being a trooper, I went. Quick flight from Dulles to Knoxville, 20 minute drive from the airport, and I was there. And by “there” I mean “another world.” Blackberry Farm, all snug and hidden in the Great Smokey Mountains, has had more accolades heaped upon it than the FLYi Guy's comedy shorts on the digEplayer on our West Coast flights—it's that amazing! (Sorry, I had to.)

Blackberry Farm was named the #2 Small Hotel in the U.S. by Zagat and “Fly Fishing Lodge of the Year” by Orvis. Travel & Leisure rated it the #4 Hotel in the U.S. & Canada and #27 Hotel in the World.

There are so many more awards, but if I copy and paste everything from their website there won't be enough room to tell you about how I caught The Biggest Rainbow Trout Blackberry Farm Has Ever Seen. (More on that in a minute.)

Once there, I was immediately struck by the incredible service the staff eagerly provides. Yes, FLYi has found a way to provide great airline service, but we don't wash and detail your car while you're flying on us. Yep, they actually do that at Blackberry. But that's just the beginning. Blackberry Farm is about so much more.

It's about incredible cuisine and adventures in wine; it's about stunning scenery and getting out there in it; and, most strikingly, it's about an hour from Dulles.

In 1976 Sandy and Kreis Beall turned their country home into a charming and romantic six-room inn. In the ensuing 30 years, Blackberry evolved into the luxury retreat it is today. There are 44 guest rooms and cottage suites. That means there are never more than a hundred people visiting these 4,200 acres. Yesterday I had a hundred people in line with me at Giant.

The Beall family still lives on the property and they remain very involved in the operation. In fact, each suite at Blackberry is personally decorated by Kreis Beall in an old English country style. (I read that in a brochure. Honestly, I wouldn't know old English style from Olde English Malt Liquor™, but you get the point. It's nice. Lots of antiques.)

But as nice as it is indoors, the magic happens outside. If it's tranquil, relaxing and fun, Blackberry Farm's got it. Whether it's tennis, hiking, biking, canoeing, croquet, swimming, or going for a trail ride on one of their Rocky Mountain horses—basically every fun outdoor activity ever invented. For me it was fly fishing. I couldn't wait to finally go fly fishing. I would go FLYi fishing! Hahahahaha! Ok, sorry.

The fish had a bit of a reprieve as I took my time wandering, loafing, eating and cruising the estate in my guest cart. Did I not tell you about the electric guest carts? Oh man, they are so much fun. And they sure come in handy after the eating. Food at Blackberry is considered not so much a human necessity as it is a God-given human right. Meals are events. Chef John Flee's “Foothills Cuisine” is considered second-to-none by those who know about such things. The food is amazing, and the service (everywhere, but especially in the dining room) is utterly complete, but at the same time seamless and transparent. What I mean to say is, you get every-

thing you need and want without even remembering that you asked for it. The staff at Blackberry listens and responds accordingly. Dave not have words to say. You really have to experience it firsthand. Each course of our dinner arrived with a wine paired specifically by the sommelier to best complement that course. And wine isn't just poured and consumed at Blackberry Farm. If you're not in the mood for a story, skip the wine and stick to bourbon. (More than 80 different bourbon labels!!) Our sommelier, Andrew, brought the wine to the table and spun a yarn about each. Its grape, its vintage, the family who made it—my favorite story was about a wine from Jackass Hill. Maybe it was because it was the fifth glass we enjoyed, but hearing a sommelier say “jackass” a dozen times is fun!

If wine is your thing—even if it's not, Blackberry Farm is the place to enjoy it. One of the nicest experiences I had was spent chatting about wine with Sam Beall, the proprietor of Blackberry Farm and the son of Sandy and Kreis. Sam welcomed me into his home on the estate and showed me the wine cellar—one of three on the property. I wasn't even going to fake this one. I confessed at the outset that I was a wine idiot. I admitted that I always thought that the more expensive a wine was the drunker it made you. I half-expected to be shown the door, or at least get one of those pitying looks that people like him are supposed to give people like me. Silly FLYi Guy! He couldn't have been more gracious! He took his time explaining his passion for wine, and it was genuinely infectious. I even managed a few intelligent questions. But get this—I got them all from watching the movie “Sideways” on the digEplayer! I'm sure he could tell, but was too nice to call attention to it.

My wanderings around the estate brought me to Blackberry's spa. But it's a spa unlike any I've ever seen—and if you read last month's iLife adventure to Stoweflake Spa and Resort you know that the FLYi Guy knows spas. Blackberry's famous Aveda Concept Farmhouse Spa is actually that—a 100 year-old farmhouse converted into a modern spa. I have to admit, I was skeptical, but they've really pulled it off. A complete renovation of the farmhouse and the result is a very modern space that retains its warm country charm.

I can't believe I just wrote “warm country charm.” Oh well, this place will do that to you. Being a recent convert to spa treatments, I desperately wanted to experience this one. It has much to offer: Hydrotherapy, Vichy Shower, heated tile floors, massages—including couples, manicures and pedicures, facials and waxing. Eh, maybe I'll skip the waxing. In any event, the spa would have to wait until my next visit. There were trout to catch.

Blackberry Farm is an Orvis-certified fly fishing lodge. I knew I'd be a great fly fisherman. I mean, I knew it. Do you have any idea how many times I've seen “A River Runs Through It”? No need for a lesson, thanks! Tom Skerritt has already taught me the four-count casting method, and Brad Pitt showed me how to shadow cast. Nonetheless, I humored the staff and let them pair me with my guide, Rob Fightmaster. In addition to having the coolest name since The Rock, Rob possesses an encyclopedic knowledge of North American fresh water fishing, a vast understanding of marine entomology and boundless, unlimited patience. Fly fishing isn't all that hard, but for a while there I thought I'd have better luck spearing a fish with my pole than hooking it with a lure. “A River Runs Through It”? My movie was almost titled “Dave George Curses Through It.” But Rob showed me how to cast, tied on new flies when I lost them to the trees and encouraged the decent casts while pretending not to see the ones that landed in the grass. And like everyone at Blackberry, he made the whole experience comfortable.

After a while, I became less concerned about catching a fish than I was about enjoying the sublime surroundings—the stream, the horses, the mountains, the sheep (there are sheep, by the way) and the sun. And wouldn't you know, that's when I caught the fish. I don't mean a fish. I caught the fish. A 26-inch, 8-pound(ish) monster of a rainbow trout.

She fought like the dickens I tell you.

Rob and I were a team. He manned the net while I played her this way and that. When she ran, I'd feed out line. When she rested, I'd pull her closer. And when she jumped clear out of the water, Rob and I hooted and hollered. Rob told me later that after all these years guiding it takes a big trout to make him hoot or holler. Since theirs is a catch-and-release program we let her go after getting her in the net. So how do I know it was 26 inches long? Because, it was two inches longer than Rob's 24-inch net, of course. But don't take my word for it. Ask Rob. He's down there at Blackberry Farm right now. You can be there in the blink of an eye.



NOW THROUGH 12.30.05, Blackberry Farm is offering an exclusive package to Independence Air customers, The Blackberry Farm Experience: Book two nights at the regular rate in either a King Estate room or Cottage Suite and receive a third night free!*

Package includes breakfast, lunch and candlelight dinner daily and all non-guided activities: fly-fishing, hiking, mountain biking and canoeing – just to name a few. Visit www.flyi.com/specials/blackberry for additional details on this offer.

*Offer based on availability. Airfare, taxes and service charge extra. Blackout dates apply: 9.15.05-11.05.05, 11.23.05-11.27.05 and 12.23.05-12.25.05.

BUYi



Here at Independence Air, we believe getting you to your destination is almost as important as getting you there in style. Whether it's Burlington for the weekend or Vegas for 12 hours, nothing says “I belong in the cool mountain air” or “I am going to lose all the money I just saved on airfare at the blackjack table” quite like a stretch-popolin button down boasting the FLYi brand.

FLYi vintage-style travel posters? Custom shirts for the kids? Airplane models? Stuff you can't bid for online (well, at least not legally)? Yes—You'll find lots of very cool FLYi merchandise at FLYi.com under the BUYi section.



Introducing the Independence Air digEplayer!



Now on all West Coast flights

(to/from Vegas, SanFran, LA, San Diego, Seattle, San Jose)

Is it a portable DVD player? Oh, no... it's way cooler. Is it a tiny TV with a few random cable channels? Nuh-uhh. It's more entertainment than you could watch during a flight around the world!

- 10 or more full-length movies
- 10-15 great TV shows
- Music videos
- CD-quality music tracks

Best of all—YOU get to pick what you watch—with total on-demand control. Whatever you want... as much as you want. It's an all-you-can-watch buffet! Watch five minutes of some movie somebody said you'd like. If they were wrong—and it stinks—start another movie, and then another.

Watch great TV comedies and let everyone else in the plane hear you laughing inappropriately loud for no apparent reason. And be sure to watch Independence Air's own FLYi Guy. He's real. And real funny.

It's all up to you. The price: \$10. The headphones: FREE, and you get to keep them forever. Or, two people can share a digEplayer with two sets of headphones for just \$15.

Let's face it... one celeb mag from the airport gift shop just ain't gonna cut it for five solid hours. Watch the digEplayer and join the movement to end boredom in our lifetime.

MOVIES

- The Phantom of the Opera
- Million Dollar Baby
- The Aviator
- Ocean's 12
- Pooh's Heffalump Movie
- The Pacifier
- National Treasure
- Garden State
- Robots
- Because of Winn Dixie
- Melinda & Melinda

TV SHOWS

The Simpsons

- King-size Homer
- Bart the Fink
- Das Bus

The X-Files

- Shapes
- The Squeeze

NYPD Blue

- From Hare to Eternity
- Final Adjustment

ER

- Abby Normal
- Union Station

Friends

- The One with the Thumb
- The One with the Jam
- The One with the Metaphorical Tunnel

Plus, over 100 music tracks and a wide selection of music videos. And our own FLYi Guy comedy short!

Tender Loving ServiceSM

This is the best part—the part that turns our customers into fans.

We've got smart, enthusiastic people who think your journey is just as important as your destination. They will greet you, help you and treat you personally and genuinely. From the first hello to the hot towel at the end of our flights, you'll see what we mean.

But don't just take our word for it! Each and every day we receive e-mails and letters from customers who have experienced our Tender Loving ServiceSM firsthand. Here's what they have to say:



“

My partner flew on April 20 on flights 1012 & 1432. She received her usual excellent service with wheelchair and bulkhead seating. She also struck up a conversation with the pilot, and he made the gracious offer to carry her unwieldy plastic bag with azalea cuttings in the cockpit.

We are both frequent flyers and shareholders, and have grown to take the great service for granted. But, that gesture meant a lot. Thank you! ”

Howard Whitaker, FLYi Customer

“

Thanks for providing such great service with your entertaining flight attendants, guest announcers, and comfortable seats!

I enjoy flying with you—you know what customer service is all about. I have been teaching customer service in the hospitality industry worldwide for the past 20 years and it's nice to experience such wonderful service provided by an American airline. In fact, by an American company. My experience to date has not been great, until I discovered Independence Air.

Keep up the fabulous work! ”

Jo-Anne Sutton, FLYi Customer

“

Just a quick note to let you know how much we appreciate your dependable and courteous service!

Our daughter is in the entertainment/modeling business, and we fly from Columbia, SC to NYC and back quite frequently and sometimes have to make last minute changes to our plans. You all make it as painless and cost effective as it can be, and we are so glad!

We have yet to experience a delay or unpleasant time on Independence Air and have not flown another airline since we discovered you in August 2004. As a matter of fact, my husband has been stranded by another airline (his company made the reservations) and he was able to get home on Independence. We sing your praises to all who will listen.

In these days when other airlines seem to be oblivious or uncaring when it comes to customer service, we are thankful there is an airline that offers dependable, courteous and economical service—and online service that is user friendly.

You have very loyal customers in the Pennekamp family and friends. ”

Wanda Pennekamp, FLYi Customer

Why your bags are Happy Bags!™



We understand that your luggage isn't just luggage. It's your suit for that important meeting, your outfit for your best friend's wedding and ALL of your best cosmetics/toiletries. Its arrival to your destination is just as important as yours and that's why we make it important to us. In fact, we have been doing such a great job with baggage that we are now rolling out the Happy Bags!™ Delivery Promise: If your checked bag does not arrive with you, your one-way fare is on us.*

We are so excited to be able to make this kind of promise, which is unlike anything any other airline has ever offered. It is part of the new standard of service our customers are getting used to, which we proudly call Tender Loving Service™.

*With our Happy Bags!™ Delivery Promise, if your bag does not arrive at your destination within a reasonable time, eligible paying customers through 12.31.05 receive one-way fare credit valid for future travel on Independence Air for one year. Go to FLYi.com for restrictions and details. Open to legal U.S. residents 18 or older. The Happy Bags!™ Delivery Promise is void where prohibited. © Independence Air, Inc., 2005.

**My name is Cindy Lewis.
I'm a baggage handler for Independence Air.**



**I have what
every man wants.**

Have you ever seen a guy waiting for his golf clubs, looking like a kid who was afraid Santa was going to skip his house? As an Independence Air baggage handler, I make him happy. After all, I'd hate to see a grown man cry. Just another example of Tender Loving Service™.

flyi.com

Welcome to the club.

The iCLUBSM is Independence Air's frequent flyer program, designed to make awards easy to earn and easy to use. That means minimal rules and restrictions, so when you earn an award, you can actually use it. It's as simple as this:

You'll earn two iPOINTS for every dollar spent on your Independence Air tickets for travel completed through June 30 (1 iPOINT per dollar thereafter). That even includes taxes, security fees and airport fees (PFCs). Your iPOINTS will be credited when you fly and will be good for 12 months.

For each 1500 iPOINTS you accumulate in any 12-month period, an award will be automatically posted to your iCLUB account, good for travel to be completed within one year.

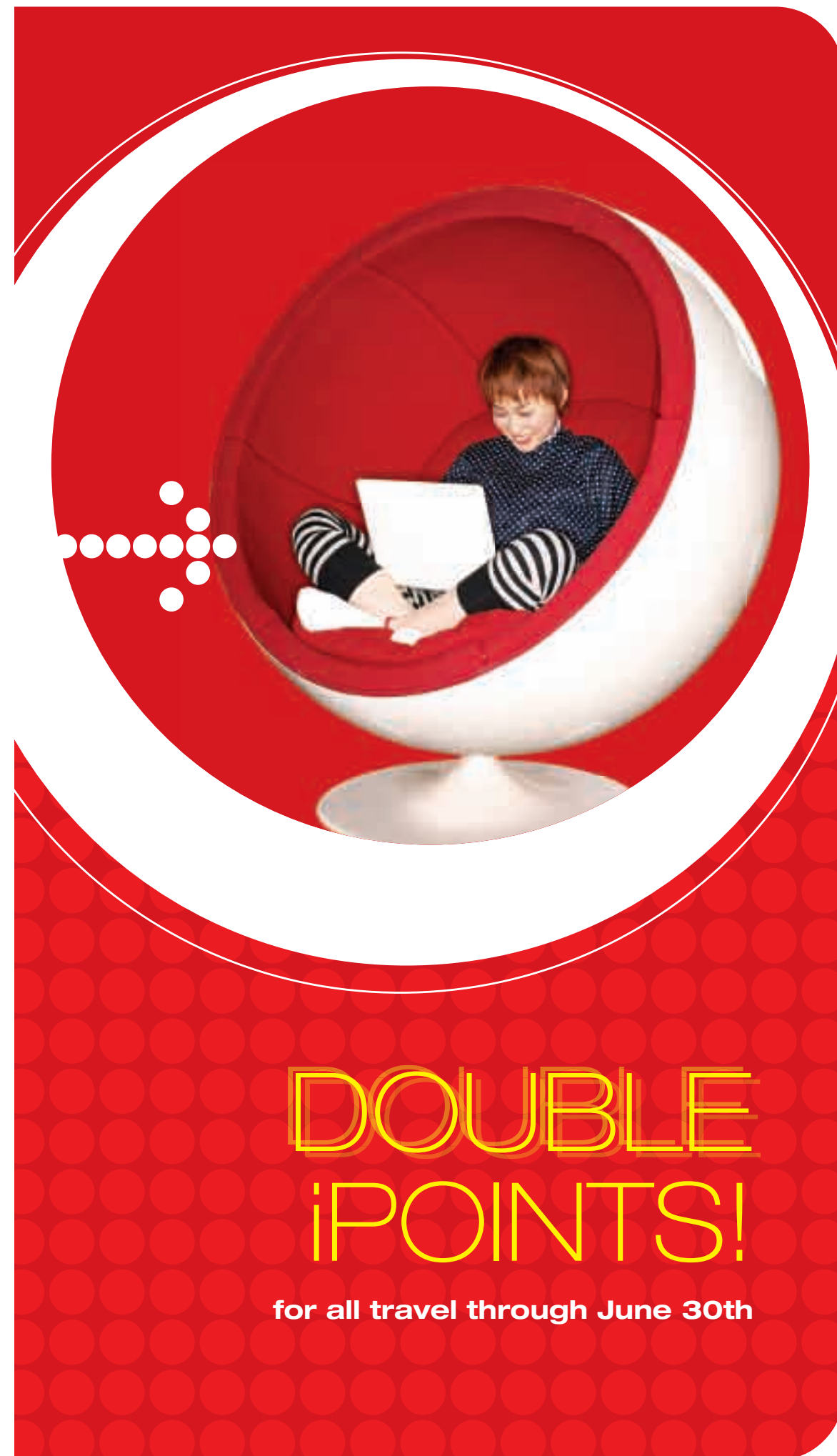
Redeem one award for a roundtrip to any Independence Air destination in the lower 48 states within 1500 miles of your originating city, or enjoy 50% off a roundtrip fare anywhere we fly in the lower 48 states over 1500 miles from your originating city.

Earn two awards and enjoy a roundtrip anywhere we fly in the lower 48 states. In either case, you will only be responsible for paying taxes, security fees and PFCs.

There are no blackout dates restricting your use of awards and we don't limit the number of award seats on our flights. If there's a seat available for sale, it's available for award travel.

Plus, you get special offers and the inside scoop on announcements and sales.

You can join online at FLYi.com or fill out a registration form at one of our customer service desks or ticket counters.



**DOUBLE
iPOINTS!**

for all travel through June 30th

THE ULTIMATE VERMONT INDULGENCE



*Bingham Hydrotherapy Waterfalls
at the new Spa at Stoweflake*



You won't believe your eyes, so trust your body.
Luxury accommodations, two award-winning restaurants,
and Vermont's most award-winning spa.



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800-253-2232 802-253-7355
On the Mountain Road
in Stowe, Vermont

