

## Travel Products and Services

United Airlines offers a portfolio of differentiated products and services to each of our distinct customer groups. In addition to our traditional economy service, we continue to convert many of our planes to include our United First<sup>®</sup> cabin with our industry-leading United First<sup>®</sup> Suite and United Business<sup>®</sup> with the industry's first 180-degree lie-flat seat. Additionally:

- p.s.<sup>SM</sup> is United's premium transcontinental service designed with high-value business customers in mind.
- United Express<sup>®</sup> is our feeder service for regional customers with more than 1,700 scheduled daily flights across the United States and Canada. Redefining the United Express experience, exclus<sup>SM</sup> offers passengers United First<sup>®</sup> and Economy Plus seating on state-of-the-art regional jets.
- United Cargo<sup>SM</sup> offers customers guaranteed same-day domestic and international shipping services for small packages and heavy freight.

### A more enjoyable and convenient travel experience

Whether choosing the comfort of more legroom or redeeming travel awards at the click of a button, we offer our customers a wide range of products and services to provide a comfortable and convenient travel experience.

#### Comfort

##### Economy Plus<sup>®</sup>

Economy Plus seating offers up to five extra inches of legroom to Mileage Plus<sup>®</sup> elite members and others who may purchase Economy Plus seats on all domestic and international United flights, as well as exclus<sup>SM</sup> flights from United Express<sup>®</sup>. Customers can also purchase an Economy Plus annual subscription, which enables them to reserve seats for themselves and a companion in Economy Plus whenever available—for an entire year.

##### Red Carpet Club<sup>®</sup>

Centrally located in some of the world's busiest airports, our Red Carpet Clubs offer customers a comfortable lounge environment, with personalized travel assistance, complimentary refreshments, Wi-Fi service and more.

##### Upgrade Kits

With United's electronic upgrade system, when customers purchase or qualify for an upgrade, it is credited directly to their Mileage Plus<sup>®</sup> account. Using E-Upgrades<sup>SM</sup>, customers are able to request and manage upgrades directly from united.com.

##### Premier for a Day

A customizable package of options listed above is available for customers to purchase for same-day travel.

##### Onboard Dining

United's Corporate Executive Chef and culinary team travel around the world to work with local chefs to develop the dishes we serve to our customers. Depending on the class of service and length of flight, we offer our customers a range of food and beverage choices. This year, we launched our Choice Menu options that include a variety of savory meals in addition to fresh food items.

#### Convenience

##### Mobile

Using an Internet-enabled wireless phone or handheld device, our customers can check the status of their flights, access their itineraries, look up flight availability and much more.

##### Premier Line

For customers looking to take a fast track through the airport, Premier Line<sup>SM</sup> provides access to Premier<sup>®</sup> check-in line, Priority security line and Priority boarding.

##### Door-to-Door Baggage

Customers can now send their luggage ahead to their final destinations instead of lugging it around through Door-to-Door Baggage, United's overnight baggage shipment and delivery service available within the continental United States. Customers can schedule a shipment and print shipping labels online, before scheduling a FedEx pickup time.

##### Foreign Currency

Purchasing foreign currency before a trip eliminates waiting in long lines at currency counters and avoids the inflated exchange rates offered in hotels, airports and banks. With eZforex, customers can select from over 105 foreign currencies delivered securely and conveniently to their home or office.

##### myCargo.com

Through combined service with our network of reliable interline partners, United Cargo's worldwide network has expanded to more than 400 U.S. and international destinations. myCargo.com enables our cargo customers to personalize their service, as well as manage and track shipments.

## Recent Award Highlights

- Leading Edge Award for “Best Domestic Carrier with Business Class Service” in 2008 and 2009 (*Executive Travel Magazine*)
- “Best Frequent Flyer Program” for fifth year in a row (*Global Traveler* magazine)
- The Global Six Sigma and Business Improvement award for “Best Project in Achievement, Marketing or Customer Experience” (Worldwide Conventions and Business Forums, Inc.)
- “Best North American Airline” for the sixth consecutive year (*Business Traveller Asia Pacific* magazine)
- “Top 10 Airline Meals” in recognition of Charlie Trotter-inspired menu options (aviation.com)
- “Condé Nast Traveller Innovation & Design Award 2008” for new 180-degree lie-flat seats in United First® and United Business® cabins (Condé Nast)
- “Best Premium Economy Class in the World” for the second year in a row (*Business Traveler* magazine)



## Reward

### Mileage Plus®

Our award-winning Mileage Plus frequent flyer program allows our members to earn miles by flying United, United Express or Star Alliance airlines and by purchasing products or services from more than 100 participating partners in over 10,000 locations worldwide. Members redeem miles for travel and other unique awards. Mileage Plus offers members the most extensive selection of award travel destinations, including over 800 cities in more than 139 countries.

### Award Accelerator

Award Accelerator<sup>SM</sup> allows our customers to grow their Mileage Plus accounts faster and redeem travel rewards sooner. For eligible itineraries, customers are given the option to purchase Award Accelerator miles when tickets are booked, view their itineraries, or check in online or at an airport kiosk.

### Personal Miles

When customers find that they are just a few thousand miles short of their next award trip, they can apply these miles toward award travel on United or any Mileage Plus airline partner, or toward upgrades on United.

## Peace of Mind

### Baggage Information Kiosks

Self-service baggage information kiosks are available in select airports throughout the United States to help customers track delayed baggage. Customers simply input claim information to locate bags and select a convenient delivery option, where applicable.

### Mobile Flight Notification

Customers can stay informed on the go using our automated EasyUpdate flight notification system, which provides up-to-the-minute departure, arrival, delay and cancellation information via text, email or phone.

### Trip Insurance

Unexpected illness or injuries involving traveling companions or family members can often impact travel plans, even causing a customer to miss or cut short a trip. To protect our customers from everyday travel inconveniences creating potential travel problems, we offer trip insurance.