

# Alaska Airlines

June 27, 2008

FILED/ACCEPTED

JUN 27 2008

Federal Communications Commission  
Office of the Secretary

Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Washington, D.C. 20554

**Re: Application of Row 44, Inc. (File No. SES-LIC-20080508-00570)**

Dear Ms. Dortch:

Alaska Airlines ("Alaska Air") submits this letter in support of Row 44, Inc.'s application to operate Aeronautical-Mobile Satellite Service ("AMSS") transmit/receive Earth terminals aboard commercial and private aircraft. *See* Public Notice, Report No. SES-01036 (released May 28, 2008). Row 44 has advised us that this service would give passengers and airline crews real-time, in-flight access to the Internet at download speeds comparable to home or office broadband connections.

Alaska Air and its sister company, Horizon Air, serve over 93 cities in an expansive network that stretches from Alaska to Mexico. Alaska Air has an outstanding reputation for customer service, and the implementation of Row 44's service on Alaska Air planes will expand the highly-valued in-flight services offered to passengers.

Alaska has contracted with Row 44 to install its broadband internet system on all of Alaska's Boeing 737 passenger aircraft, once FCC approval has been obtained. Alaska is scheduled to be the first airline to test Row 44's service, and is currently cooperating with Row 44 in planning initial tests of the system to be conducted following approval, and will begin installation on Alaska's entire fleet as soon as the system passes customer acceptance and system performance trials.

Favorable action on Row 44's application will give Alaska Air the ability to contract with Row 44 to provide in-flight internet services similar to those that other airlines are beginning to offer, which serves the public interest by increasing competition in this area of passenger service. Alaska Air looks forward to providing high-speed internet access to enhance the experience of both business and vacation travelers.

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If Row 44's application is approved, Alaska Air hopes to thereby meet the increasing consumer demand for broadband access during flights. Row 44 has advised Alaska Air as well that Row 44's service will bolster in-flight safety as airline crews will have another means to retrieve vital information. Accordingly, Alaska Air urges the FCC to process Row 44's application as expeditiously as possible.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Gregg Saretsky", with a long horizontal flourish extending to the right.

Gregg Saretsky  
Executive Vice President  
Flight and Marketing  
Alaska Airlines