

Exhibit 12

From: Heather [REDACTED]
Sent: Friday, July 18, 2008 11:47 AM
To: Judy Graham-Weaver
Subject: RE: Bookings - July 18
Here are my notes...

August starting to look a little better
Need to push up avg fares in Sept, Oct

[REDACTED]
KH: no one knows what will happen after labor day, though expecting that yields will be up

MK: ATL - [REDACTED]

[REDACTED]
Reduced all fares last night, waiting to see will DL match?
"Compressed the fare structure"

[REDACTED]
KH: we benefited while DL was in bankruptcy, but advantage has disappeared
Need to push ATL promotions, remind everyone we're ATL's favorite low-fare airline

KH: needs to talk to Judy and Cynthia about PR for next week, he'll call Judy.

[REDACTED]
RIC - KH: can we do a Williamsburg promo? Sam to call and ask them.
Jeff going to meet with Troy Bell next week.

[REDACTED]
Selling advertising - MK: what else can we do besides online boarding pass?
KH: Sojern getting enough attention that it will change the way advertisers think.

[REDACTED]
1st Bag fee - getting ready, just waiting on DL. Evaluating whether to precede them or not.

Home and Abroad

KH: Are we doing this too piecemeal? Should we wait to launch until we line up all the partners first? Disney, etc.

[REDACTED]
AA and UA pulling out some ATL flights
DL cxi some RJ service
DL going out of their way to say they're growing capacity in ATL.
KH: the war is on.

From: Judy Graham-Weaver

Sent: Friday, July 18, 2008 10:37 AM

To: Samantha [REDACTED]; Jared [REDACTED]; Heather [REDACTED]; Andrew [REDACTED]

Subject: Bookings

Cynthia is off today and I am working on the earnings release so can't call in for bookings. Will you let me know how the ancillary revenue talks go and if any news of upcoming changes? If you take notes and are willing to share them would greatly appreciate it. Thanks,

Judy Graham-Weaver

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#1 Airline Quality Rating 2008

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