



Attention Business/News/Travel Editors:

WestJet introduces a comforting new option

Pillow and blanket kit offers guests another choice

CALGARY, Nov. 27 /CNW/ - WestJet today announced the introduction of a new pillow and blanket kit which, for a small fee, will provide guests with another option to enrich their travel experience. Starting December 1, 2008, pillow and blanket kits - complete with a travel pillow, fleece blanket and convenient carry bag - will be available for purchase on all WestJet flights. "Our latest addition to the buy-on-board (BOB) product lineup will be a great comfort to many of our guests," said Bob Cummings, WestJet Executive Vice-President of Guest Experience and Marketing. "We believe the pillow and blanket combination will be particularly popular with guests travelling on our medium and long haul flights who want to relax and catch up on some rest." The ability to purchase a pillow and blanket kit will offer guests the peace of mind that comes from knowing that both the pillow and blanket are brand new, allergen-free, breathable and washable, and can be used over and over again. "We're thrilled that WestJet guests can now enjoy the same clean, allergy-free comfort experience we've been providing households throughout North America since 2006," said Mike Linn, CEO of CleanBrands. "As a partner with WestJet, we have the opportunity to offer guests our high-quality products at a very low cost, demonstrating the commitment to the customer for which both our organizations are renowned." The new blanket and pillow kit will cost \$7 in flight. The kit also includes a \$5 coupon that can be used towards the purchase of a CleanBrands product through their online website. Reusable blankets will still be available on all WestJet flights for guests to use at no charge.

WestJet continues to offer high-value, all-inclusive fares providing guests the opportunity to book their travel through the WestJet Sales Super Centre, check two pieces of luggage, watch live seatback television and enjoy snacks and non-alcoholic beverages - all at no extra charge. WestJet goes one step further - guaranteeing not to overbook flights.

About WestJet

WestJet is Canada's leading high-value low-cost airline offering scheduled service throughout its 51-city North American and Caribbean network. Named Canada's most admired corporate culture in 2005, 2006 and 2007, WestJet pioneered low-cost flying in Canada. WestJet offers increased legroom and leather seats on its modern fleet of 76 Boeing Next-Generation 737 aircraft, and live seatback television provided by Bell TV. With future confirmed deliveries for an additional 45 aircraft, bringing its fleet to 121 by 2013, WestJet strives to be the number one choice for travellers.

About CleanBrands LLC

Founded in 2006, CleanBrands LLC is a Rhode Island-based company that designs and manufactures the world's most innovative and advanced products devoted to improving the health and comfort of the sleep environment. Leveraging a breakthrough, patented fabric technology called MicronOne(TM), the company's CleanRest(R), Healthy Zzz(TM) and BeneSleep(TM) brands of bedding products provide the world's most effective and comfortable barrier against the millions of toxins and allergens that naturally accumulate inside mattresses and pillows. CleanBrands MicronOne(TM) technology was designed by a third-generation textile innovator, backed by science, and recommended by physicians, MicronOne(TM) products work. Look for the green MicronOne(TM) shield to ensure that your home becomes the healthy refuge you and your family deserve. Visit www.MicronOne.com for more details.

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