# UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

**SCHEDULE 14A** 

## Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934

Filed l	by the Registrant 🗵 Filed by a Party other than the Registrant 🗆
Check	the appropriate box:
	Preliminary Proxy Statement
	Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
	Definitive Proxy Statement
X	Definitive Additional Materials
	Soliciting Material Pursuant to §240.14a-12
	Alaska Air Group
	(Name of Registrant as Specified In Its Charter)
	(Name of Person(s) Filing Proxy Statement, if other than the Registrant)
Payme	ent of Filing Fee (Check all boxes that apply):
X	No fee required.
	Fee paid previously with preliminary materials.
	Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(4) and 0-11.
	Persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.



ALASKA AIR GROUP, INC.

2022 Annual Meeting Vote by May 4, 2022 11:59 PM ET. For shares held in an Employee Plan, vote by May 2, 2022 11:59 PM ET.



Alaska Air Group

D74767-P64986

You invested in ALASKA AIR GROUP, INC. and it's time to vote!
You have the right to vote on proposals being presented at the Annual Meeting. This is an important notice regarding the availability of proxy material for the stockholder meeting to be held on May 5, 2022.

#### Get informed before you vote

View the Proxy Statement and Form 10-K online OR you can receive a free paper or email copy of the material(s) by requesting prior to April 21, 2022. If you would like to request a copy of the material(s) for this and/or future stockholder meetings, you may (1) visit www.ProxyVote.com, (2) call 1-800-579-1639 or (3) send an email to sendmaterial@proxyvote.com. If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit www.ProxyVote.com

Control #

#### **Smartphone users**

Point your camera here and voté without entering a control number





#### Vote Virtually at the Meeting\*

May 5, 2022 1:00 PM PDT

www.virtualshareholdermeeting.com/alk2022

<sup>\*</sup>Please check the meeting materials for any special requirements for meeting attendance

### THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming stockholder meeting. Please follow the instructions on the reverse side to vote these important matters.

Voti	ing Items	Board Recommend
1.	Election of Directors to One-Year Terms	
	Nominees:	
1a.	Patricia M. Bedient	<b>⊘</b> For
1b.	James A. Beer	<b>⊘</b> For
1c.	Raymond L. Conner	<b>⊘</b> For
1d.	Daniel K. Elwell	For
1e.	Dhiren R. Fonseca	<b>⊘</b> For
1f.	Kathleen T. Hogan	<b>⊘</b> For
1g.	Jessie J. Knight, Jr.	For
1h.	Susan J. Li	For
1i.	Adrienne R. Lofton	For
1j.	Benito Minicucci	<b>⊘</b> For
1k.	Helvi K. Sandvik	For
11.	J. Kenneth Thompson	For
1m.	Eric K. Yeaman	For
2.	Approve (on an advisory basis) the compensation of the Company's Named Executive Officers.	For
3.	Ratify the appointment of KPMG LLP as the Company's independent registered public accountants for the fiscal year 2022.	<b>⊘</b> For
4.	Approve the amendment and restatement of the Company's Employee Stock Purchase Plan.	<b>⊘</b> For
5.	Stockholder Proposal regarding shareholder ratification of executive termination pay.	Against
NO.	TE: Such other business as may properly come before the meeting or any adjournment thereof.	

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