



Virgin America and Current TV Announce Inflight Partnership

Virgin America Guests have access to an Exclusive VA-Current TV Inflight Channel on Red™, Virgin America's Inflight Entertainment System

Burlingame, Calif. — (July 20, 2007) — Virgin America, a next generation low-fare airline that will start domestic service August 8, today announced that San Francisco-based Current TV will provide an exclusive content channel on Red™, Virgin America's Inflight Entertainment system (IFE).

Custom-programmed by Current TV for Virgin America, the channel will feature Current's ground-breaking viewer-created content model, which allows real people to bring a fresh perspective to the current issues that matter most. The content on the channel will range from coverage of the hottest trends in technology, fashion, music and videogames, to programming on climate change and other pressing social issues.

"We're thrilled to be able to offer our guests an exclusive Virgin America Current TV channel," said Charles Ogilvie, Virgin America's Director of Inflight Entertainment & Partnerships. "Current TV's content is cutting-edge, engaging and cool and the Current production team did an incredible job designing content to take full advantage of the 9" inch screens on Red™."

With VA – Current TV on Red™, Virgin America's guests get some of the most exciting programming Current TV has to offer. Designed for an 18-34 year old audience, Current TV Viewer Created Content (VC2) was applied to the VA – Current TV channel on Red™.

"Current is proud to be part of the entertainment experience on Virgin America," said David Neuman, President of Programming. "We are thrilled that our viewer created content will be part of passengers' travel experience and we're excited to be embarking on this journey with Virgin America on Red™."

VA - Current TV is found on channel 19 on Red™ on every flight.

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About Current TV:

Current, which launched Current TV in August 1, 2005, is the first network created by, for and with an 18-34 year-old audience. The network shows young adults what's going on in their world, in their voice. Current is also the first network in history whose programming is supplied in part by the very audience who watches it. It has developed the television industry's leading model of "viewer created content" (VC2), which comprises roughly one-third of Current's on-air broadcast, and allows the audience to submit short-form, nonfiction video "pods," "viewer created ads" (V-CAMs), and mobile video. Current is available in 50 million households worldwide via the five largest distributors, including Comcast (channel 107 nationwide), Time Warner Cable, DirecTV (channel 366 nationwide), Dish Network (channel 196 nationwide), BSkyB (Channel 193) and Virgin Media Cable (channel 155).

About Virgin America:

As San Francisco's hometown airline, Virgin America is a next generation low-fare carrier that will serve as many as 10 cities within a year of operation, and up to 30 cities within five years. Virgin America's brand new planes will offer a host of innovative guest features aimed at bringing a little fun back to flying – including the most advanced personal in-flight entertainment system in the domestic airline market, mood-lit cabins, custom-designed leather seats and plugs for laptops and other portable electronic devices at every seat. To learn more about Virgin America visit: www.virginamerica.com <<http://www.virginamerica.com/>> .

Media Contact:

Virgin America: (650) 762-7187 / media@virginamerica.com

Current: (310) 248-6177 / mohara@bwr-la.com