



NORTHWEST AIRLINES

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News Release

For Immediate Release

**NORTHWEST AIRLINES ANNOUNCES NEW JET SERVICE
BETWEEN MEMPHIS AND GAINESVILLE, FLA.**

Two daily flights begin Sept. 20

MEMPHIS, Tenn. – (May 10, 2004) – Northwest Airlines today announced new non-stop jet service between its hub at Memphis, Tenn., and Gainesville, Fla. Two daily flights will be offered beginning Sept. 20.

“Northwest Airlines welcomes Gainesville to our growing worldwide network,” said Tom Bach, vice president of market planning and Airlink. “This new service provides additional options for local travelers as well as visitors to north-central Florida. Customers traveling through our hassle-free Memphis hub will find convenient connections to destinations throughout the United States and to such cities as Toronto, Canada, and Amsterdam, the Netherlands. Northwest Airlines looks forward to working with the local community to make this new service a success.”

“It is with great pleasure that we welcome Northwest Airlines to north-central Florida,” said Jon Morris, chairman of the Gainesville-Alachua County Regional Airport Authority. “This new gateway to the West and Midwest will add new service that this market desperately needs.”

“Northwest will offer additional seat capacity, on jet aircraft, through one of the most efficient hub airports in the industry,” added Rick Crider, CEO of the Gainesville Regional Airport. “I look for a very strong and very positive community response to this tremendous new service enhancement.”

“This is a great opportunity for the Gainesville Airport to expand their already excellent service,” said U.S. Rep. Corrine Brown (D-Fla.), whose district includes the airport. “The Gainesville Airport has been growing by leaps and bounds, and I believe this new partnership will greatly benefit the flying public.”

“I have worked with the Gainesville airport to expand and enhance services, and I applaud the decision of Northwest Airlines to provide new nonstop jet service between Memphis and Gainesville, which will open new travel options to the residents of the Gainesville area,” added U.S. Rep. Cliff Stearns (R-Fla.).

The service will be operated with Northwest Airlink partner Pinnacle Airlines Corp.'s Canadair Regional Jet (CRJ), which seats up to 50 passengers. The CRJ features a spacious cabin with comfortable two-by-two leather seating and other cabin amenities similar to larger jets, such as overhead bins, a galley, lavatory, and an efficient climate control system to ensure passenger comfort.

Including Gainesville, Northwest has announced or has begun service to nine new destinations from Memphis this year. By Sept. 20, Northwest will have 220 daily flights to 91 destinations from its Memphis hub.

The flights are open for sale now through www.nwa.com, through travel agencies or Northwest Airlines Reservations at 1-800-225-2525.

New Memphis-Gainesville service

<i>Flight number:</i>	<i>Departs:</i>	<i>Arrives:</i>	<i>Aircraft:</i>
NW 5922*	1:45 p.m.	4:25 p.m.	CRJ
NW 5920*	7:00 p.m.	9:45 p.m.	CRJ

New Gainesville-Memphis service

<i>Flight number:</i>	<i>Departs:</i>	<i>Arrives:</i>	<i>Aircraft:</i>
NW 5921**	7:05 a.m.	7:57 a.m.	CRJ
NW 5923*	4:55 p.m.	5:48 p.m.	CRJ

* Service begins Sept. 20, 2004

** Service begins Sept. 21, 2004

Northwest Airlines is the world's fourth largest airline with hubs at Detroit, Minneapolis/St. Paul, Memphis, Tokyo and Amsterdam, and approximately 1,500 daily departures. Northwest and its travel partners serve nearly 750 cities in almost 120 countries on six continents. In 2003, consumers from throughout the world recognized Northwest's efforts to make travel easier. Northwest's WorldPerks program was named the most popular North American frequent flyer program by readers of TIME Asia in the 2003 TIME Readers' Travel Choice Awards. A 2003 J.D. Power and Associates study of airports ranked Minneapolis/St. Paul and Detroit, home to Northwest's two largest hubs, in second and fourth place among large domestic airports in overall customer satisfaction.

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For more information pertaining to Northwest, media inquiries can be directed to Northwest Media Relations at (612) 726-2331 or to Northwest's Web site at www.nwa.com.