

inflight

A publication for all flight attendants from your Inflight Services division

Countdown to June 25

On June 25, our customers will get their first look at your new polished and professional image, one that is befitting the world's leading airline and the industry's best flight attendants. More than 23,000 strong, on airplanes and in concourses around the world, your look will be united!

As flight attendants, you represent the United brand whenever you are in uniform. In fact, your appearance is one of the first things our customers notice and it leaves a lasting impression.

We want them to have a great first impression of our fabulous new look. That's why it's crucial for everyone to be on the same page right from the beginning, and we're doing all we can to help you put your best foot forward on Uniform Day 1.

Soon, we'll begin presenting you with your new flight attendant wings. You'll also receive your name bars, uniform appearance standards, a special uniform issue of *Inflight*, and a Cintas "look book." Dates and times will vary by location so stay tuned to your base for details. ■

When to
wear your
uniform

**FLIGHT
DEPARTS ON**



If the first scheduled flight of your pairing departs on June 24, (local time, regardless of when and where it lands), wear your current subsidiary uniform.

**FLIGHT
DEPARTS ON**



If the first scheduled flight of your pairing departs on June 25 (local time, no matter where you are in the world), wear your new uniform.

**MULTI-DAY
PAIRING
BEFORE**



If your multi-day pairing has scheduled flights departing before June 25 and after, you're required to bring a complete new uniform and wear it for the flight departing on or after June 25.

ITEMS FROM THE CURRENT AND NEW UNIFORM CANNOT BE MIXED

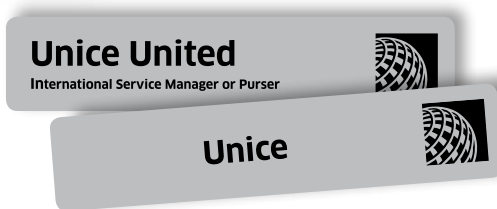
What you're receiving today

1 Wings



Your new flight attendant wings, two standard sets. All flight attendants receive the same wing design. If you're a Purser or International service manager, your name bar will designate that position. Milestone anniversary wings are explained on page 4.

2 Two name bars



Name bars are required to be worn on a serving garment (e.g. apron, vest or international service jacket). Names were taken from official company records, including approved company nicknames when applicable.

3 Uniform appearance standards



All uniform appearance standards are outlined in this one booklet. It contains pictures of all the approved looks, which makes it easy to see whether or not you are in compliance. You can also access a PDF version on the Inflight Services department page on Flying Together. In the future, any revisions to uniform appearance standards will be communicated in the *Inflight Services Weekly*.

4 Inflight



This special uniform issue contains additional information to prepare you for Uniform Day 1 and beyond.

5 Cintas uniform look book



This Cintas catalog contains pictures of all uniform pieces available for order along with item numbers. This look book and additional interactive brochure are available on our Flying Together department page.

Did you know?

- You voted for your favorite neckwear patterns for the new male ties and female scarves.
- More than 10,000 of you voted for your favorite wings. The winning design was submitted by EWR-based Joseph "Kepa" Takata.
- A blend of wool, polyester and Lycra® will ensure your new garments are easy care and easy wear.
- With more than 23,000 flight attendants, getting everyone in the new uniform is a monumental undertaking; it's like outfitting a small city.



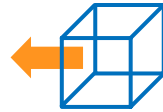
Putting your best foot forward

Do you have a complete regulation uniform?

A complete uniform can consist of either core or optional garments, as long as you are able to put together a regulation look. Refer to the *Uniform Appearance Standards* for details and pictures.

Not ready yet? Here's what you need to know...

If you are currently missing core items, log on to your Cintas account or call Cintas directly to determine the status of your garment, which will be identified as one the following:



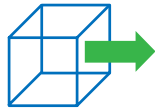
BACK ORDER

Cintas is receiving new shipments daily and processing them as quickly as possible.



RESERVED

The order has been placed and is in queue for shipment.



SHIPPED

If you have not received the item, contact your base supervisor.

Do all garments fit correctly? If not, are the alterations completed?

Eligible garments are shipped with an alteration voucher, which can be used at an authorized tailor. For an alterations guide and a list of authorized tailors, go to the Inflight Services department page and click on the new uniform image.

Do you know the uniform appearance standards?

Take time to review the uniform appearance standards enclosed or on-line.

Still have questions?

Base supervisors and uniform coordinators are excellent resources. They are available in the bases specifically to help answer your questions and clarify the standards so you'll be good-to-go on Uniform Day 1. ■

Working together to get it right from day 1

On June 25, we have a great opportunity to start fresh and create a wonderful new "first impression" of our flight attendants and our company.

If you haven't reviewed the uniform regulations on-line, take time to carefully review them.

Since the end of May, supervisors have been available in the lobby areas of the bases to answer your questions about the uniform, the new uniform appearance standards and upcoming events.

To help you become familiar with what will be acceptable and what will not, supervisors are discussing the new standards as they relate to the current uniform. These informational discussions are intended to help further clarify the standards, answer your questions.

Regulation management and accountability

The new uniform will be the representation of the United brand in every interaction and experience with our customers. It's up to everyone to adhere to these standards to ensure our look is consistent for every customer. ➔



Just as all flight attendants will be held accountable for knowing, fully understanding and complying with all uniform appearance standards, every supervisor, in every base, will be held responsible for managing the standards. When they see something, they will say something. If an infraction can be fixed before check-in, you'll be instructed to make the change.

If an infraction cannot be corrected, you will be held accountable.

Keep in mind that supervisors are not making a personal judgment. It's not about whether or not they think something looks good, it's about whether or not something complies with the standards.

Your recipe for success

These changes are affecting everyone and change takes getting used to. We have to let go of what was "regulation" in the past and embrace the new standards. The new uniform and how you are required to wear it represent the image of United we want to project moving forward.

If you want variety, it's built into the standards. Optional pieces and different combinations are intended to give you versatility and flexibility to change your look without compromising the overall image.

The best way to ensure your success is to follow the standards. It's that easy! Do the right thing even when no one is looking. That goes for your appearance as much as it does the job you do.

Your uniform... it means something. Being an employee of a good company and wearing their uniform indicates to others a level of ability, competency and training. You have satisfied certain criteria and standards in order to have made the grade and been hired. It means something. ■

Milestone anniversary wings



As part of the new corporate Celebrating Service Program that launched in January 2012, flight attendants celebrating a milestone anniversary have the option of choosing from one of the following gifts:

- Sterling silver milestone anniversary wings with gemstone*
- A gold United service milestone pin/charm
- A merchandise gift

Instructions for redeeming your gift are in the recognition packet you'll receive prior to your anniversary.

If you already celebrated your 2013 milestone anniversary and haven't redeemed your gift, you can still select the anniversary wings by going to the website to order. We anticipate this will be available at the end of June.

If your milestone anniversary occurred prior to 2013, you may purchase milestone wings directly from the manufacturer. Stay tuned for more details. ■

* Milestone wings will not be available for Uniform Day 1. We anticipate they will be available for order by the end of June. However, all flight attendants will receive two sets of standard, silver-finish wings prior to new uniform launch.