

# Cynical marketing

Yesterday, I received an email announcement from US Airways. It is about something they call "choice seats." As part of the growing trend to nickel and dime air travelers, USAir is getting into the fray by offering window and aisle seats in the front of the cabin for purchase. They are attempting to sell this as a benefit. By labeling it choice seats, and offering it for free to their Preferred Dividend Miles members, they are ensuring everyone else is stuck in middle seats. What I find so unsavory about this practice is that they are publicizing it. And making it seem like a good thing. The only people who will benefit from this practice is the USAir higher ups. Gate agents will be even more harrassed as people jockey for better seats, now not available UNLESS you pay. Honestly, this makes me sick. Playing to peoples disgust with flying these days, and seeing an opportunity to extract some more money from the public, USAir will sell you a right to a better seat. If you don't pony up some cash, you can rest assured you will be seated in the last row , in the middle, next to the bathroom. Lovely.