

# SECURITIES AND EXCHANGE COMMISSION

## FORM 8-K

Current report filing

Filing Date: **2004-08-12** | Period of Report: **2004-08-10**  
SEC Accession No. **0000950144-04-008196**

([HTML Version](#) on [secdatabase.com](http://secdatabase.com))

### FILER

#### **PINNACLE AIRLINES CORP**

CIK: **1166291** | IRS No.: **030376558** | State of Incorporation: **DE** | Fiscal Year End: **1231**  
Type: **8-K** | Act: **34** | File No.: **001-31898** | Film No.: **04970557**  
SIC: **4512** Air transportation, scheduled

Mailing Address	Business Address
1689 NONCONNAH BLVD STE 111 MEMPHIS TN 38132	1689 NONCONNAH BLVD STE 111 MEMPHIS TN 38132 9013484100



**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

**WASHINGTON, D.C. 20549**

---

**FORM 8-K**

**CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

Date of report (Date of earliest event reported): **August 10, 2004**

**PINNACLE AIRLINES CORP.**

(Exact Name of Registrant as Specified in Charter)

**Commission File Number 001-31898**



**Delaware**  
(State or other jurisdiction  
of incorporation or organization)

**1689 Nonconnah Blvd, Suite 111 Memphis, TN**  
(Address of principal executive offices)

**03-0376558**  
(I. R. S. Employer  
Identification No.)

**38132**  
(Zip Code)

Registrant' s telephone number, including area code  
**(901) 348-4100**

---

---

## TABLE OF CONTENTS

[Item 5. Other Events and Required FD Disclosure](#)

[Item 7. Financial Statements, Pro Forma Financial Information and Exhibits](#)

[SIGNATURE](#)

[INDEX TO EXHIBITS](#)

[EX-99.1 PRESS RELEASE](#)

---

**Item 5. Other Events and Required FD Disclosure**

On August 10, 2004, Pinnacle Airlines, Inc., a wholly owned subsidiary of Pinnacle Airlines Corp., issued a press release to report its passenger traffic results for July 2004. A copy of the press release is attached as Exhibit 99.1 to this Current Report on Form 8-K.

**Item 7. Financial Statements, *Pro Forma* Financial Information and Exhibits**

**(c) Exhibits:**

<u>Exhibit Number</u>	<u>Description</u>
99.1	Press release issued by Pinnacle Airlines, Inc. dated August 10, 2004

---

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

**PINNACLE AIRLINES CORP.**  
(Registrant)

By: /s/ Curtis E. Sawyer  
Curtis E. Sawyer  
Vice President and Chief Financial Officer

August 12, 2004

---

**INDEX TO EXHIBITS**

<b>Exhibit Number</b>	<b>Description</b>
99.1	Press release issued by Pinnacle Airlines, Inc. dated August 10, 2004

## PINNACLE AIRLINES RELEASES JULY TRAFFIC AND ISOM NAMED TO BOARD

Memphis, Tenn. (August 10, 2004) - Pinnacle Airlines, Inc. (NASDAQ: PNCL) released its passenger traffic levels for July 2004 today. In July, Pinnacle operated 376.1 million Available Seat Miles (ASMs), an increase of 55.1% over July 2003 levels. Revenue Passenger Miles (RPMs) grew 59.0% to 288.9 million. Pinnacle transported 620,440 Customers, up 41.4%. Load Factor increased 1.9 points to 76.8%. Pinnacle accepted delivery of 2 new Canadair Regional Jets during the calendar month of July bringing the total aircraft received between January 1, 2004 and July 31, 2004 to 27.

## JULY 2004 TRAFFIC

&lt;TABLE&gt;

&lt;CAPTION&gt;

	2004	2003	CHANGE
ASMs (000)	376,103	242,487	55.1%
RPMs (000)	288,875	181,682	59.0%
Load Factor	76.8%	74.9%	1.9
Passengers	620,440	438,819	41.4%

&lt;/TABLE&gt;

## YEAR-TO-DATE TRAFFIC

&lt;TABLE&gt;

&lt;CAPTION&gt;

	2004	2003	CHANGE
ASMs (000)	2,183,750	1,390,543	57.0%
RPMs (000)	1,527,952	914,850	67.0%
Load Factor	70.0%	65.8%	4.2
Passengers	3,467,647	2,399,265	44.5%

&lt;/TABLE&gt;

Separately, Pinnacle Airlines Corp. announced the appointment of Robert Isom to its Board of Directors. Mr. Isom is Senior Vice-President, Customer Service for Northwest Airlines. Mr. Isom and J. Timothy Griffin, Executive Vice-President, Marketing & Distribution for Northwest Airlines, comprise the two members of Pinnacle's Board that Northwest Airlines is entitled to elect for one-year terms on an annual basis.

"Robert is an industry leader in Customer Service innovation and administration. His appointment to the Board helps insure that our Northwest Airlink service mirrors the outstanding passenger service levels at Northwest Airlines," according to Philip H. Trenary, Pinnacle's President & CEO.

Pinnacle Airlines, Inc., operates under the name Northwest Airlink and provides service to destinations in the United States and Canada. Pinnacle operates an



all-jet fleet of Canadair 44 and 50-seat Regional Jets from Northwest hubs at Detroit, Memphis and Minneapolis - St. Paul. Pinnacle Airlines maintains its headquarters in Memphis, Tenn., and employs more than 2,500 People. For further information, please contact Philip Reed, Vice-President, Marketing at 901-348-4257, or visit our web-site at [www.nwairlink.com](http://www.nwairlink.com).

This press release contains various forward-looking statements that are based on management's beliefs, as well as assumptions made by and information currently available to management. Although the Company believes that the expectations reflected in such forward-looking statements are reasonable; it can give no assurance that such expectations will prove to have been correct. Such statements are subject to certain risks, uncertainties and assumptions, including those set forth in our filings with the Securities and Exchange Commission, which are available to investors at our web-site or on line from the Commission. Should one of more of these risks or uncertainties materialize, or should underlying assumptions prove erroneous, actual results may vary materially from results that were anticipated or projected. The Company does not intend to update these forward-looking statements before its next required filing with the Securities and Exchange Commission.

# # #