



Good bargains, but why do they do the snarky 99¢ routine in their ads? Actually, the \$99.99 one-way price quotes are before taxes and other charges. Why not reveal the real, out-of-pocket costs? Compared to most other airlines, they're still a great bargain.

Taxes add another \$50. The return flight is about \$120. Checked bags could add another \$50. Buy a seat upgrade: \$20. For example, a total WOW round trip from Boston to Reykjavik may cost \$400, not bad when compared with major airline lowest rate averages of \$1,500.