

# News Release

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## United Names Oscar the Grouch as First Chief Trash Officer

*United launches first-of-its-kind consumer education campaign focused on driving awareness of the benefit of Sustainable Aviation Fuel (SAF)*

*Oscar's five decades of trash experience on full display in original video, digital, social and out-of-home content that shows how garbage can help fuel the future of air travel*

*United customers can do their part too by tracking the estimated carbon footprint of their flight and contributing to supplement United's investment in the new UAV Sustainable Flight Fund<sup>SM</sup> when buying a ticket*

*United has already invested in the future production of more than three billion gallons of SAF – the most of any airline in the world\**

**CHICAGO, March 2, 2023** – United Airlines today named *Sesame Street*'s Oscar the Grouch as its first Chief Trash Officer as he and the airline celebrate his love of rubbish. United Airlines' new, consumer education campaign is designed to promote the expected benefit of using sustainable aviation fuel (SAF) more broadly.

The new campaign – which features Oscar in more than 30 pieces of original video, digital, social and out-of-home content – follows the iconic character's journey from job listing to c-suite office starring alongside real United employees.

SAF is an alternative to conventional jet fuel that, on a lifecycle basis, reduces greenhouse gas emissions associated with air travel compared to conventional jet fuel alone. SAF is being made from used cooking oil and agricultural waste, and, in the future, could be made from other feedstocks including household trash or forest waste.<sup>†</sup> To date, United has invested in the future production of over three billion gallons of SAF – the most of any airline in the world.\*

Consumers can take action too – [in a first among U.S. airlines](#), United now shows an estimate of each flight's carbon footprint on a per economy seat passenger basis on its app and website, and travelers have the option to contribute to supplement United's investment in the

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\* Based on publicly announced airline offtake agreements for future purchases of SAF.

† SAF currently must be blended with conventional jet fuel to meet regulatory requirements for use within the aircraft.

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UAV Sustainable Flight Fund, a first-of-its-kind investment vehicle designed to support start-ups focused on decarbonizing air travel by accelerating the research, production and technologies associated with SAF.

“United has invested in more sustainable aviation fuel production than any airline in the world, by far,” said United Chief Communications Officer Josh Earnest. “Every airline burns jet fuel to run their business, but no airline will solve climate change on its own. So United has enlisted Oscar to help us educate the traveling public of all ages about SAF and rally them to the cause of fighting climate change. From banana peels to fryer grease, Oscar is uniquely qualified to help us explain why trash could be the treasure that fuels the jets of the future.”

Starting today, people can follow Oscar’s journey as he stars in videos alongside real United employees. The integrated campaign includes interactive social-first elements, colorful spreads in Hemispheres® magazine and a unique film series, all of which were created to simplify a complicated topic in an approachable and entertaining way. Creative highlights include:

- **Film Series:** Across multiple videos, United highlights Oscar’s work in his new role, such as a “BINtro” film showcasing his first day on the job. The film is part of a series that focuses on the importance of SAF. In an additional 90-second film, United Captain Tomica Adams breaks down how things like waste can help fuel air travel.
- **Out of Home:** United’s out-of-home content introduces the airline’s new hire in a larger-than-life format. The playful imagery features Oscar in aviation settings – from tarmac to onboard. The photos will pique people’s interest about how trash could one day help us fly toward a lower carbon future.\*
- **Digital/Social:** Providing surround sound to the campaign, storytelling continues on social channels with bite-size edutainment videos, engaging Instagram Story features, emoji-filled Twitter threads and more to raise awareness of the SAF nitty-gritty. The social campaign will live on owned and paid social and digital channels.

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\* The use of SAF in combination with conventional fuel in accordance with current blending requirements results in lower carbon emissions on a lifecycle basis than conventional fuel alone. SAF is less than 0.1% of United’s overall fuel use.

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As a part of the collaboration, United Airlines is supporting Sesame Workshop through a donation to the nonprofit educational organization's [Welcome Sesame](#) initiative. Sesame Workshop will also be included in United Airlines' [Miles on a Mission](#), where travelers will be able to donate miles to help support its global mission to help children grow smarter stronger and kinder.

"This campaign provided a special opportunity to showcase an iconic *Sesame Street* character, Oscar the Grouch, celebrating what he loves best – trash," said Jennifer Ahearn, VP, Global Strategic Partnerships & Themed Entertainment, Sesame Workshop. "The amazing collaboration helps United Airlines explain in simpler terms the technology of turning trash into fuel in a fun and engaging manner."

United will continue to bring this relationship to life for our customers and for the communities we serve, with more to come in the months ahead. For more information, visit [united.com/ChiefTrashOfficer](https://united.com/ChiefTrashOfficer) and download media assets [here](#).

## **United's Commitment to Net Zero Emissions by 2050**

United aims to be [100% green](#) by reducing its GHG emissions by 100% by 2050, without relying on traditional carbon offsets. In addition to the UAV Sustainable Flight Fund, United has launched a SAF purchasing program called the [Eco-Skies Alliance](#) and established a venture fund – [United Airlines Ventures](#) – to identify and invest in companies and technologies that can decarbonize air travel. These strategic investments include carbon capture, [hydrogen-electric engines](#), [electric regional aircraft](#) and [air taxis](#).

## **The Federal Government Recognizes the Value of SAF**

The [2022 Inflation Reduction Act](#) includes the largest governmental climate change investments in U.S. history - a new blender's tax credit specifically for SAF along with other critical incentives for clean energy and carbon capture – that will help spur an increase in SAF infrastructure and supply while lowering costs for SAF consumers.

The U.S. military currently [uses](#) nearly five billion gallons of jet fuel annually and the Department of Defense will use a jet fuel blend containing at least 10% SAF by 2028 because of the [2023 National Defense Authorization Act](#).

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And according to the [U.S. Department of Energy](#), the country's vast feedstock resources are enough to meet the projected SAF demand of the entire U.S. aviation industry.

## **About United**

United's shared purpose is "Connecting People. Uniting the World." From our U.S. hubs in Chicago, Denver, Houston, Los Angeles, New York/Newark, San Francisco and Washington, D.C., United operates the most comprehensive global route network among North American carriers. United is bringing back our customers' favorite destinations and adding new ones on its way to becoming the world's best airline. For more about how to join the United team, please visit [www.united.com/careers](http://www.united.com/careers) and more information about the company is at [www.united.com](http://www.united.com). United Airlines Holdings, Inc., the parent company of United Airlines, Inc., is traded on the Nasdaq under the symbol "UAL".

## **Cautionary Statement Regarding Forward-Looking Statements and Other Important Information**

This press release contains certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 relating to, among other things, plans and projections regarding the company's marketing strategy as well as the company's ESG goals, targets, commitments, strategies and initiatives and related business and stakeholder impacts. All statements that are not statements of historical facts are, or may be deemed to be, forward-looking statements. Such forward-looking statements are based on historical performance and current expectations, estimates, forecasts and projections about our future financial results, plans, objectives, goals, targets, commitments, strategies and initiatives and involve inherent risks, assumptions and uncertainties, known or unknown, including internal or external factors that could delay, divert or change any of them, that are difficult to predict, may be beyond our control and could cause our future financial results, plans, objectives, goals, targets, commitments, strategies and initiatives to differ materially from those expressed in, or implied by, the statements. These risks, assumptions, uncertainties and other factors include, among others, any failure to meet stated ESG goals, targets, commitments, strategies and initiatives in

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the time frame expected or at all as a result of many factors, including changing societal, market, competitive, regulatory or stakeholder expectations. No forward-looking statement can be guaranteed. Forward-looking statements in this press release should be evaluated together with the many risks and uncertainties that affect United's business and market, particularly those identified in the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections in United's Annual Report on Form 10-K for the year ended December 31, 2022, as updated by our subsequent Quarterly Reports on Form 10-Q, Current Reports on Form 8-K and other filings with the Securities and Exchange Commission. Risks and uncertainties related to United's environmental compliance, climate commitments and climate strategy are further described in Part I, Item 1A. Risk Factors of United's Annual Report on Form 10-K for the year ended December 31, 2022—" *We are subject to many forms of environmental regulation and liability and risks associated with climate change and may incur substantial costs as a result. In addition, failure to achieve or demonstrate progress towards our climate goals may expose us to liability and reputational harm.*"

The statements included in this press release are made only as of the date of this press release and except as otherwise required by applicable law or regulation, United Airlines undertakes no obligation to publicly update or revise any statement, whether as a result of new information, future events, changed circumstances or otherwise. In particular, United Airlines reserves the right to change, amend, supplement or abandon some or all of the statements regarding goals, targets, commitments, strategies, initiatives, intentions and other statements from time to time without notice.

In addition, some of our disclosures in this press release are estimates or based on assumptions due to inherent measurement uncertainties. For example, United's statement that it has already invested in the future production of more than three billion gallons of SAF – the most of any airline in the world is based on publicly announced future purchase agreements for SAF of certain airlines as of the date hereof.