

## Volaris Announces New Guadalajara, Jalisco – Portland, Oregon Service

**Mexico City, June 25, 2014.-** Volaris\* (NYSE: VLRS and BMV: VOLAR), the ultra low cost airline serving Mexico and the US, announced today the introduction of a new service connecting the cities of Guadalajara, Jalisco and Portland, Oregon, scheduled to start operations on October 2014. With the announcement, Volaris now serves 14 cities across the United States.

With this new service, Volaris makes a first entry into the state of Oregon, strengthening the carrier's commitment of promoting air connectivity, as well as cultural, economic, and commercial exchange between Mexico and the USA.

Volaris' CEO, Enrique Beltranena, spoke of the importance of serving Oregon, a significant step in fostering the market for people who visit family and friends on both sides of the border. "This is the largest market of its kind in the world, which is why we are committed to meeting the needs for the connectivity it generates, offering travel options at affordable fares that enables us to compete with bus transportation and reduce times for those who might add up to over 40 hours of travel by ground."

With the new service, Volaris maintains leadership in the Guadalajara market, where it now holds the top spot among all airlines in terms of seat and destinations offering. In the international market, Volaris operates more than 152 flights a week to and from the US, which clearly benefits its Customers in the region.

This route is Volaris' first entry into the US Pacific Northwest region. According to information from the US Census Bureau, this area is home to about 11 million people, of which nearly 1 million are of Mexican origin.

The new service has the following schedule:

### **Guadalajara, Jalisco – Portland, Oregon**

#### **(Starting October 6, Monday and Saturday flights)**

- ✓ Departing from Guadalajara at 07:30 p.m., arriving at Portland at 10:20 p.m.
- ✓ Departing from Portland at 11:50 p.m., arriving at Guadalajara at 06:20 a.m.

Book your trip now, at fares that make you want to travel, with advance-purchase and Volaris' innovative pay-per-service plan, *Tú Decides*, whereby travelers can choose those services they need for their travel. Tickets are available through all Volaris sales channels including online at [www.volaris.com](http://www.volaris.com), our Call Center in Mexico at 01-800-122-8000, or with any of our authorized travel agencies.

#### **About Volaris**

\*Controladora Vuela Compañía de Aviación, S.A.B. de C.V. (BMV: VOLAR and NYSE: VLRS) is an ultra low cost airline based in Mexico. With a highly efficient business model based on providing ultra low cost travel and highly efficient operations to offer competitive pricing and drive demand, Volaris aims to provide outstanding levels of high quality services. Volaris targets travelers who seek competitive prices and who travel for leisure or business purposes, or to visit family and friends in Mexico and specific US destinations. The carrier's pricing strategy, based on providing a complete offering of ancillary services, enables Volaris to offer ultra low fares and travelers to choose and specifically pay for a wide range of optional services. Volaris' mission is to provide passengers with the highest standards of quality customer service at an affordable price. Since beginning their operations in March 2006, Volaris has increased its routes from an initial 5 to a current 100 and its fleet from 4 to 48 aircraft. Volaris currently operates over 200 daily flight segments on routes connecting 34 cities in Mexico and 14 cities in the United States with Mexico's most modern airplane fleet. Among other recognitions, Volaris has received the prestigious ESR Award for Social Corporate Responsibility for three consecutive years. For more information, please visit: [www.volaris.com](http://www.volaris.com)

Mario Rosas / [mrosas@gcya.net](mailto:mrosas@gcya.net) / 52460100 ext. 298