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McCarran creates partnership to present Hollywood sweepstakes with a lot of spirit

LAS VEGAS - McCarran International Airport, Spirit Airlines and LA INC. The Los Angeles Convention and Visitors Bureau have joined to offer the "Experience the Spirit of Hollywood Sweepstakes." From Sept. 2 through 16, 2011, contestants can enter to win one of two star-studded prize packages by logging on to www.SpiritofVegas.us.

The ***"Tinseltown Tag-Along Tour"*** includes two round-trip tickets for travel on Spirit Airlines between McCarran and Los Angeles International Airport; three nights' accommodations for two at the Luxe City Center hotel in Los Angeles; and two passes to "The TMZ Hollywood Tour – Secrets and Celebrity Hot Spots" by Starline Tours. The ***"Silver Screens, Screams for Four"*** includes four round-trip tickets for travel on Spirit Airlines between McCarran and Los Angeles; three nights' accommodations for four (sharing one room) at the Luxe City Center hotel; and four single-day passes to visit the Universal Studios Hollywood theme park in Universal City, Calif.

"We're pleased to partner with Spirit Airlines to bring our shared customers something fun and exciting while increasing awareness of the air carrier's recent growth at McCarran," said Clark County Director of Aviation Randall H. Walker.

The Sweepstakes was created to promote awareness of Spirit Airlines' non-stop service between McCarran International Airport and West Coast cities. In May, the low-cost carrier launched service to Dallas/Fort Worth and Los Angeles, complimenting existing service to Detroit, Ft. Lauderdale, Fla. and Chicago O'Hare. By the end of September the airline will also add routes to Oakland, Calif., San Diego and Portland, Ore.

"As our cities grow globally, passenger traffic continues to increase exponentially," said Patti MacJennett, senior vice president of marketing for LA INC. The Convention and Visitors Bureau. "Two-way traffic is of critical importance and keeps LAX thriving."

To win the "Tinseltown Tag-Along Tour" package, contestants just need to enter their contact information. A winner will be selected by random drawing. Those interested in the "Silver Screen Screams for Four" prize bundle must submit a 300-word essay via the contest Web site explaining why they believe they deserve to win. Entries will be judged based on creativity and personal circumstance. Sweepstakes winners will be selected by Sept. 30. Participants are encouraged to review the official contest rules at SpiritofVegas.us for specific expiration dates and blackout periods.



About McCarran International Airport

McCarran International Airport is located in the shadows of the world-famous Las Vegas Strip and is the gateway for nearly half of the people who visit Southern Nevada each year. Including arrivals and departures, McCarran hosted close to 40 million passengers in 2010, making it the eighth-busiest airport in North America. With three dozen airlines providing nonstop service to more than 140 destinations, McCarran International makes it possible for the world to experience one of the most alluring travel destinations. And, with beautiful skies and mild temperatures year-round, delays are virtually unknown. McCarran International Airport is owned and operated by Clark County, Nevada and does not benefit from local tax dollars.

About Spirit Airlines

Spirit Airlines (Nasdaq: SAVE) empowers customers to save money on air travel by offering ultra low base fares with a range of optional services for a fee, allowing customers the freedom to choose only the extras they value. This innovative approach grows the traveling market and stimulates new economic activity while creating new jobs. Spirit's modern fleet, configuration and other innovations enable Spirit to burn less fuel per seat than competitors, making Spirit the most environmentally-friendly U.S. carrier. Spirit's all-Airbus fleet currently operates more than 175 daily flights to over 45 destinations throughout the U.S., Latin America and Caribbean. Visit Spirit at www.spirit.com.

About LA INC. The Los Angeles Convention and Visitors Bureau

LA INC. The Los Angeles Convention and Visitors Bureau is a private, nonprofit business association whose primary mission is to market and promote Los Angeles as the premier site for meetings, conventions and leisure travel. Though not part of city government, LA INC. is recognized as the city's official tourism marketing organization. For more information, visit the official visitor information website of Los Angeles at www.discoverLosAngeles.com.

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