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Viva Las Vegas VivaAerobus to renew Las Vegas service Four-times-a-week nonstops to begin in Dec '14

Starting December 5, the Mexican ultra-low fare carrier VivaAerobus will offer four nonstop services between Monterrey and Las Vegas flying on Sunday, Monday, Thursday and Friday with fares starting at \$99 each way.

"We kicked off August with exciting news for international travelers, and the good news continues. Las Vegas is an incredible addition to our growing list of nonstop, low-cost routes from Monterrey," said Juan Carlos Zuazua, VivaAerobus Chief Executive Officer. "We intend to keep our position as Monterrey's favorite airline because of our incomparable fares, service and, of course, fantastic destinations. Joining Monterrey and Las Vegas, two vibrant cities, is another thrilling step in that direction."

International travelers are known to stay longer and spend more money locally than their domestic counterparts. Based on recent economic data, the Las Vegas Convention and Visitors Authority projects visitors who arrive on VivaAerobus will generate more than \$14.5 million annually in nongaming economic impact in Southern Nevada.

"We warmly welcome back VivaAerobus to our lineup of airline partners at McCarran," said Rosemary A. Vassiliadis, Clark County Aviation Director. "The addition of these flights from Monterrey emphasizes the growing appeal of Las Vegas to international travelers. Here at McCarran we have seen a 40 percent increase in international passenger traffic since 2009."

Latin America, and Mexico specifically, have been an area of growth in terms of passenger traffic in recent years. Monterey is currently the third-largest market in Mexico for visitors to Las Vegas.

"Monterrey is a major source of Mexican travelers to Las Vegas, and VivaAerobus' return to Las Vegas provides even more travel options from this key market," said Cathy Tull, Senior Vice President of Marketing for the Las Vegas Convention and Visitors Authority. "Mexican air capacity to Las Vegas has already grown by 20 percent in the last year, and the addition of new VivaAerobus flights further illustrates the importance of Mexico to our tourism economy."

The combined experience of Grupo IAMSА, Mexico's leading company in the bus transportation market, and Irelandia, the investment vehicle of the Ryan family and one of the worldwide leaders in the development of low-cost airlines, created VivaAerobus, which began operating flights in November 2006. The ultra low-cost carrier currently operates a fleet of 15 Boeing 737-300 airplanes and four Airbus A320s, with 52 new Airbus A320s on order to replace the 737 fleet over the next two years. VivaAerobus offers a range of domestic and international flights that provide a comfortable experience at a great price while meeting international safety standards. With an all-new fleet by 2016, VivaAerobus will continue to be able to offer its customers rock bottom fares.

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