

## Our Awards

In the company's brief lifetime, Volaris has already garnered numerous awards. In April 2008, Mexico's Asociación de Radiodifusores del Valle de México (a radio broadcaster's association) presented us two "El Ángel" awards, for Best Advertiser in 2007. Additionally, Mexico's Internet Association (Asociación Mexicana de Internet, AMIPCI) presented us with an award for best website in the tourism services segment.

In April 2008, Mexico's Asociación de Radiodifusores del Valle de México presented us two "El Ángel" awards, as Best Advertiser in 2007 (this Association's most important recognition) in addition to Best Advertisement in the Travel category in 2007 for the "Ballenotototota" and "Pastel" ads. In May 2008 Anáhuac México Norte University recognized us as the "Al Ries Award for Brand of the Year" in the Travel and Tourism category.

Later, in August, Volaris won the "Totem Award" for their "Antistress" ad, and that same month we were acknowledged as Mexico's 3rd best airline by Gestión de Negocios magazine. In September Volaris was named the "Best Low Cost Airline in Central America and Mexico" by the UK consultancy agency Skytrax.

Again in November, Mexico's Internet Association presented us an award for "Best Advertising Campaign". And that month we also received an "Effie Silver Award" for our "Vive Viajando" campaign and a Bronze Award for the "Primer Aniversario" campaign. Our Marketing Director was named by business magazine Expansion as one of Mexico's 11 "Marketing Monsters".

CICOM presented Volaris with two INTEGRACOM awards in October, for the "Best Advertising Campaign" in the Services Category and "Best Integrated Communications Campaign". In addition, we were nominated with two ads in the radio category at the Cannes 2008 Festival.

Also in November 2008, IATA presented us with a recognition for being Latin America's First Green Airline Award, and granted us the "Green Aviation Partner" certification.

Volaris has the best on-time statistics rating as compared to their competition, per reports from US, European, and Asian authorities. Airbus has recognized us as the airline with most effective use of their aircrafts in the A319 category and the best itinerary compliance in the world. We are the only certified airline in Mexico for limited approximations and take offs under limited visibility conditions (CAT II y IIIb) and recently, IATA certified us with the highest operational safety audit known as IOSA.

For a second consecutive year (2009-2010), Volaris was ranked as one of the Best 100 Companies to Work For in Mexico. Concepts such as pride and comradeship were given the highest scores, along with values such as respect and credibility. Volaris' firm organizational culture permeating the company is the foundation upon which the company has been built, as well as the company's mission, vision, pillars, and behaviors – all a source of pride for each and every one of the company's ambassadors.