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## Mexicana Airlines Takes Home Three World Travel Awards

-- Considered the Oscars of the tourism sector, these awards are granted based on the votes of more than 167,000 travel industry experts worldwide  
-- Every Mexicana employee has contributed to the company's achievement

NEW YORK, Sept. 19 /PRNewswire/ -- At the World Travel Awards held last night in New York, Mexicana Airlines, currently managed by Manuel Borja Chico, took home no less than three awards, based on the votes of more than 167,000 industry experts: Best Airline in Mexico and Latin America (for the tenth year in a row), Best Business Class in Latin America (for the third time) and Best Internet Site in Latin America (for the first time).

The WTA committee said that Mexicana was voted best airline in the region because it continues to be the carrier operating the most international flights out of Mexico. As regards its Clase Ejecutiva, the company has taken steps to improve the comfort and quality of its business services, incorporating gourmet menus and a new, functional dinner service, while providing more legroom than any other business class in the industry. Finally, the redesign of its Internet site has produced a more functional, user-friendly source of flight information.

According to Mexicana CEO Manuel Borja, "These awards are incontrovertible proof of the hard work put in by all of Mexicana's employees on a daily basis, from our in-flight crews, comprised of pilots and flight attendants, to ground personnel at airports and administrative staff, particularly those in the information technology department."

World Travel Awards are granted based on the votes of over 167,000 industry experts, including more than 110,000 travel agents. Considered the Oscars of the tourism sector, the ceremony is broadcast live by BBC World and is attended by all the major media, as well as industry leaders and advocates.

"Over recent years, Latin America's leading airline has gone out of its way to do our country proud, consolidating its position as the airline with the most international flights from Mexico. Customer services have been improved across the board, as evidenced by the redesign of our Website, which now offers the most competitive fares around and useful on-line information in a more user-friendly format," said Mexicana Customer Service and Corporate Communications Director Adolfo Crespo.

Mexicana has earned itself a solid reputation as an efficient, socially responsible company offering services of the highest standards tailored to meet the needs of its passengers and live up to their expectations.

### About Clase Ejecutiva

Clase Ejecutiva, Mexicana's business-class service, offers passengers a selection of gourmet Mexican and international dishes prepared by acclaimed Mexican chef Patricia Quintana, whose menu is complemented with a choice of fine wines handpicked by Tierra de Vinos.

To complete the visual impact of the new menu, a modern dinner service was recently introduced, whose clean lines reflect the airline's vanguard image and whose size makes it fully functional for in-flight use. The famous Dutch company Helios, was hired to manufacture and distribute the new porcelain dinner service, glassware, cutlery and service trays, while menus and wine lists were reprinted with a sleeker, more modern graphic design. Tying all these elements together are new cloth table linens in pristine white.

On flights lasting more than three hours, Mexicana's business passengers can now while away the time with an exclusive personal entertainment system, consisting of a portable device with preloaded movies, TV series, music videos and files, interactive games and useful travel information.

On the subject of long-haul flights, 767 aircraft operating on the Mexico City-Buenos Aires route were fitted out with 42 sleeper seats, whose backs recline a full 150 degrees and which feature manually adjustable headrests and footrests. The result is that these aircraft now boast one of the most spacious and comfortable business-class cabins in the industry,

with legroom of an incredible 1.80 meters.

About [mexicana.com](http://mexicana.com)

Mexicana has overhauled its Website, introducing an appealing new home page that is more representative of all the services and products the carrier has to offer. No matter where you are in the world, you can experience the joys and conveniences of flying with Mexicana. Making on-line reservations and purchases of plane tickets and all-inclusive packages (VTPs) has never been easier!

The new site features functions that enable users to choose the most economical fare or the itinerary that best suits their travel needs: simply type in your requested travel date and a screen pops up displaying fares and itineraries for that date, for the three preceding and three subsequent dates.

By logging on to [mexicana.com](http://mexicana.com), users can gain access to promotional campaigns and bargain fares, among other exclusive benefits.

To make the site more user-friendly, its content has been reorganized into easy-to-navigate sections on products, promotions, preferred clients (members of the airline's loyalty programs) and corporate information, such as fleet composition, executive directory and ticket office listings, plus a section containing important travel information, for example, which documents you are required to carry and security regulations. Other services include the option to print out invoices and boarding passes for domestic flights, consult flight status information and itineraries, make payments, exchange air miles for plane tickets and an on-line customer service chat room.

About Mexicana de Aviacion

Mexicana de Aviacion began its operations 86 years ago and it is therefore the airline with the fourth longest tradition in the world. Currently, it is the airline with the most extensive international coverage from Mexico and the leading transportation company between Mexico and the United States. From its operation hub in Mexico City International Airport, Mexicana flies to around 50 destinations in North, Central, and South America and the Caribbean. Its code share agreements with leading international airlines, represents a great benefit for its passengers with the accumulation and redemption of miles, access to its executive lounges, a range of connection possibilities and coordinated schedules with an extensive route network that covers a large portion of the world. Having the most modern fleet in the world has allowed it to maintain one of the highest on time performance levels, and enabled it to reach the highest utilization rate of its Airbus fleet, with an average daily operation of 12:52 hours. Mexicana has the best maintenance base in Latin America. On July 1st, 2005, Mexicana launched its low-cost airline, Click Mexicana, which offers the most competitive fares. Click serves 26 domestic routes and its fleet is comprised of 17 Fokker 100 aircraft with state-of-the-art equipment with the most advanced technology available in the industry. For more information visit: <http://www.mexicana.com> and <http://www.clickmx.com>

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