



SPIRIT AIRLINES HISTORY

Company Beginnings

The company was founded in 1964 as Clippert Trucking Company, a Michigan corporation, and in 1974 changed its name to Ground Air Transfer, Inc. In 1983, the company started doing business as Charter One, a Detroit-based charter tour operator providing travel packages to entertainment destinations such as Atlantic City, Las Vegas and the Bahamas. In 1992, Charter One changed its name to Spirit Airlines, brought jet equipment into the fleet, and thereafter began adding scheduled passenger service to destinations such as Fort Lauderdale, Detroit, Myrtle Beach, Los Angeles and New York. Spirit relocated its headquarters to Miramar, Florida in December 1999. Expansion continued with the addition of the Chicago market, as well as coast-to-coast service to Los Angeles.

Beyond Coast-to-Coast

In November 2001, Spirit inaugurated service to San Juan, Puerto Rico and implemented a fully-integrated Spanish language customer service plan, including a website and dedicated reservation line. May and June 2002 brought new service to Las Vegas, as well as expanded service in nearly every market. Fall of 2003 brought Spirit to Washington, DC's Reagan National Airport and Cancun, Mexico. In fall 2004, Spirit introduced service to Santo Domingo, Dominican Republic.

Transition to Low-Cost Carrier and Ultra Low Cost Carrier

Investment funds managed by Oaktree gained control of Spirit after making investments in 2004 and 2005 bringing a change in business strategy and positioning of Spirit as a low-cost carrier with a focus on expanding Caribbean and Latin American routes. Several unprofitable domestic routes were closed and Fort Lauderdale-Hollywood International Airport was established as Spirit's main base of operations. In 2006, Indigo acquired a majority stake in the airline, and Spirit began implementing its Ultra Low Cost Carrier (ULCC) business model and further expanded its Caribbean and Latin American routes.

The ULCC of the Americas

In 2005 – 2006, Spirit added new flights to the Bahamas, Jamaica, and U.S. Virgin Islands. Additional service to the Caribbean began in 2007 to Haiti, Aruba, St. Maarten/St. Martin, and increased service to Puerto Rico via Aguadilla and Ponce. Low cost service to Latin America began in 2007, with new service to Costa Rica, Guatemala, Honduras, and Nicaragua in Central America, and new service to Peru in South America. In 2008, Spirit added new service to Boston, as well as more flights to the Caribbean and Latin America with new service to Panama City, Panama; and Cartagena and Bogota, Colombia. In 2009, Spirit added Santiago, Dominican Republic, and Medellin and Armenia, Colombia, to its route map, along with new service from Fort Lauderdale to both Los Angeles and Las Vegas, as well as additional service in existing markets. Expansion in existing markets continued in 2010 along with new service to Barranquilla, Colombia. In 2011, Spirit is adding service to five new markets, including Plattsburgh, NY; Niagara Falls, NY; Latrobe, PA; Charleston, WV; and Dallas/Fort Worth, TX.

All Airbus Fleet

Spirit's transition to an all-Airbus fleet in began in late 2004 and was completed in September 2006. Spirit's fuel efficient fleet currently consists of Airbus A319s with seating for 145 customers, A320s with seating for 174 customers, and A321s with seating for 218 customers.

The Corporate Philosophy

In 2007, Spirit unveiled its new ultra low cost carrier brand that celebrates the colors of the Caribbean and Latin America regions. The company's energetic new colors reinforce Spirit's four brand principles:

- Caliente Red – Low Fares
- Environmental Green – On-time and Reliable
- Sunshine Yellow – Clean New Planes
- Ocean Blue – Friendly Staff

From its beginnings to its current position as the leading ultra low cost carrier to the Caribbean and Latin America, Spirit Airlines strives to provide low fares with friendly and reliable service to its customers.

Spirit Airlines' ULCC (Ultra Low Cost Carrier) approach liberates customers from being forced into paying for services they do not want or use, offering savings to millions in the United States, Caribbean, Central and South America. When customers are seeking the best value in travel, they simply choose a low fare at www.spirit.com, and then they have the option to select services and options appropriate for their travel needs.

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