

FOR IMMEDIATE RELEASE

Leading Airline CEOs to focus on Inflight Retail and Ancillary Revenue at the 2010 Airline Retail Conference

[LONDON – 15 JUNE 2010]

Vueling CEO Alex Cruz has joined a growing list of C-level speakers and attendees at the Airline Retail Conference.

Under Alex Cruz's leadership, Vueling has become one of the top five ancillary revenue generating airlines in the world, deriving over 13% of its income from ancillary revenue [Source: Centre for Asia Pacific Aviation and airline reports]

4 of the top 5 ancillary revenue earners—AirAsia, easyJet, Ryanair and Vueling—have already signed up with more than 30 other airlines to participate in the **ARC2010** conference and exhibition.

Warwick Brady, former CEO of **Mandala Airlines** and now a Director at **easyJet**, will also be speaking, as well as **Julian Carr**, Managing Director at **bmibaby**

ARC2010 will take place at the Sofitel London Heathrow on the 20th and 21st July.



Event director Alex Vail said: "We are delighted to have Alex Cruz involved with the conference. Not only is he a great speaker, but Vueling is a real leader in this area, so his name is synonymous with ancillary revenues."

Vail continued: "We sold out of exhibition spaces quickly and most sponsorship packages have been taken, which makes it clear to us how much airline executives and industry players are focused on airline retail and ancillary revenues."

Delegate places at ARC2010 cost £530 (+VAT)
For more information, or to register, visit <http://airlineretail.com>

NOTES FOR EDITORS:

Information about Alex Cruz

Alex started his professional career with American Airlines in variety of management roles in Dallas, and later on, London. Later on, he initiated the consulting phase of his career with Arthur D. Little, his own aviation consulting company and finally Accenture. As a consultant, he has led projects with many airlines and airline suppliers around the world. In 2006, he started and managed the growth of clickair to 26 A320s and 58 Europe-wide routes. In 2009, he successfully merged clickair with Vueling, turning the new Vueling into Spain's second largest airline, a \$1bn company transporting 11 million passengers over 92 routes in 45 airports. Alex, 44, is originally from Bilbao, holds graduate degrees from US schools, is married and has 4 children.

For further information contact Alex Vail, Event Director, on +44 7904 206 940 or at alex.vail@airlineretail.com.

Already booked to attend ARC2010...



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