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AVIAREPS Announces its Appointment as TAP's In-market Representative for Mexico

Portuguese airline and leading global GSA extend cooperation

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TAP Portugal has appointed AVIAREPS as its partner for the Mexican market thus reinforcing its cooperation with the world's leading aviation and tourism representation company to its 5th territory. The Mexico City based team of AVIAREPS will handle all reservations, sales and marketing activities for the Star Alliance carrier in Mexico from now on.

Mexican passengers travelling to Europe can benefit from code-share flights offered by TAP Portugal, and through its Star Alliance fellow member Continental Airlines, daily connections to Portugal are available.

Once arrived at TAP's Lisbon hub, passengers can easily continue their journey with a wide choice of TAP flights available to other destinations within Portugal and beyond. The leading Portuguese airline not only offers a strong domestic route network including the islands of Madeira and the Azores, but also serves a considerable number of destinations throughout Europe and Western and Southern Africa.

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About AVIAREPS

Founded in Germany in 1994 with an extensive office network in over 35 countries, the AVIAREPS Group is the world's leading airline and tourism management company with over 85 airlines and more than 90 tourism clients in its portfolio. In addition to its core businesses, passenger GSA services and tourism marketing, clients can also avail themselves of services by the company's successful public relations, advertising, IT solutions, financial services, airport marketing, and trade & investment promotion divisions. For further information, please visit www.aviareps.com or follow us on twitter at http://twitter.com/Aviareps_Group.

About TAP Portugal

TAP Portugal is the leading Portuguese airline, in operation since 1945 and member of Star Alliance, the global airline alliance to offer customers worldwide reach, since March 14th, 2005. Its hub in Lisbon is a key European gateway at the crossroads of Africa, North and South America, where TAP stands out as the international leading carrier in operation to Brazil. The company's network comprises 75 destinations in 34 countries worldwide. TAP currently operates over 1,850 weekly flights in average on a modern fleet of 55 Airbus aircraft, to which add some 16 aircraft operating in PGA colours, TAP regional carrier, thus adding up to a 71 aircraft fleet in the whole. In the pursuit of its customer focused policy, TAP continuously strives to deliver safe, reliable and upgraded products & services, tailored to meet customers' expectations. Retaining the Portuguese character of the Company's brand and quality service as the basic concept has been the main driver of TAP strategy in most recent years.

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