

BAA Cleveland ®

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AIRMALL® at Cleveland Hopkins International Airport is Ready to Rock with Opening of New Rock and Roll Hall of Fame + Museum Store

– Authentic Merchandise, Rhythmic Atmosphere Set New Retail Offering Apart –

CLEVELAND, May 18, 2009 – From Chuck Berry and James Brown to U2, R.E.M., and Madonna, the legends of rock and roll have established a new home at Cleveland Hopkins International Airport (CLE). **BAA Cleveland**, developer of the AIRMALL® at CLE, is pleased to announce the opening of the new **Rock and Roll Hall of Fame + Museum Store**, a signature retail unit that is part of the concessions transformation at CLE.

“With rock and roll, authenticity is everything. That’s why BAA Cleveland made certain that unit operators consulted the Rock and Roll Hall of Fame in downtown Cleveland for its input on both the merchandising mix and the design of the store,” said Tina LaForte, vice president of BAA Cleveland. “Rock aficionados and music enthusiasts of every stripe will certainly appreciate the wide selection of apparel and gifts, and everything is at ‘Regular Mall Prices...Guaranteed.’”

Located just beyond the Concourse B Security Checkpoint, the new Rock and Roll Hall of Fame + Museum Store includes a wall-sized graphic on the outside of the unit that depicts a timeline of major rock-and-roll events. Inside, travelers will find clothing for men, women and children; Hall of Fame memorabilia; and many gifts and accessories. The side of the store features seven plasma screens that will pulsate with the sights and sounds of famous rock moments and favorite rock videos.

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“No visit to Cleveland is complete without a stop at the Rock and Roll Hall of Fame + Museum. It is part of this region’s identity, and we’re very proud of it,” added Ricky Smith, director of the Cleveland Airport System. “That is why we are pleased to welcome the Hall of Fame’s presence at Cleveland Hopkins International Airport. We know that the new store will contribute to offering a signature shopping experience for travelers.”

The AIRMALL® at Cleveland Hopkins International Airport, a project of BAA Cleveland, is a product of the City of Cleveland’s 10-year contract with BAA Cleveland to develop and manage concessions at Cleveland Hopkins International Airport. The city anticipates the AIRMALL® will double the current participation rate of local and minority-owned companies, double the number of concession jobs, and double retail sales figures during the next decade. When complete, the AIRMALL® at CLE will occupy 76,000 square feet of retail space.

The Rock and Roll Hall of Fame + Museum Store is open Sunday through Friday from 6:00 a.m. to 8:30 pm. and on Saturday from 6:00 a.m. to 7:00 p.m.

For more information on the AIRMALL® at CLE, visit www.baausa.com.

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About BAA Cleveland

BAA Cleveland, Inc. is the developer and manager of the retail and concessions program at Cleveland Hopkins International Airport (CLE). In 2008, BAA entered into a ten-year contract with the City of Cleveland to transform the retail, food and beverage concessions into the AIRMALL® at Cleveland Hopkins International Airport, a strategic combination of well-known national brands and high-quality local concepts offered at “Regular Mall Prices...Guaranteed.” BAA Cleveland is a project of BAA USA, the developer and manager of the retail, food and beverage operations at the AIRMALLs® at Pittsburgh International Airport, Baltimore/Washington International Thurgood Marshall Airport, and Boston Logan International Airport (Terminals B and E). BAA USA is an affiliate of BAA Limited, the world’s leading airport company, which owns and operates seven UK airports (Heathrow, Gatwick, Stansted, Southampton, Aberdeen, Edinburgh and Glasgow). For more information, visit www.airmall.com or www.baausa.com.

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