

# BAA Cleveland ®

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## **Travel Essentials, Reading Materials Even More Available at the AIRMALL® at Cleveland Hopkins International Airport**

*–Hudson Booksellers, Hudson News Add to Line-Up–*

**CLEVELAND, April 6, 2010** – BAA Cleveland, the developer of the AIRMALL® at Cleveland Hopkins International Airport (CLE), is making traveling essentials even more accessible with the recent opening of new Hudson Booksellers and Hudson News units:

- **Hudson Booksellers** (1,050 sq. ft.) is located in the Main Terminal and contains a large selection of business and leisure books and an experienced, knowledgeable staff catering to the airport traveler.
- **Hudson News** (2,800 sq. ft.), also located in the Main Terminal, provides travelers with access to one-stop shopping for necessities, reading materials and a variety of packaged foods and snacks on the go. This unit is part of a group of 11 Hudson News stores that will be open for business once the concessions transformation at CLE is completed this year.

“Whether it’s easy access to best-selling books or snacks on the go, we are pleased to be able to provide these new offerings to our passengers,” said Tina LaForte, vice president of BAA Cleveland. “Travelers will be able to take advantage of these choices knowing that they are paying ‘Regular Mall Prices...Guaranteed,’ which is the promise of the AIRMALL®.”

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## **Travel Essentials, Reading Materials Even More Available at the AIRMALL® at Cleveland Hopkins International Airport (cont.)**

*–Hudson Booksellers, Hudson News Add to Line-Up–*

“As the opening of these units continues to transform the face of the concessions at the AIRMALL®, we strive to provide passengers with the highest-quality brand names and services,” added Airport Director Ricky Smith. “The positive feedback that we have received from passengers not only indicates that they are pleased with the ongoing concessions development at the airport, but that they anticipate what is to come.”

Now in its second year of development, the new AIRMALL® at CLE will occupy 76,000 square feet of retail space when it is completed in 2010. The enhanced concessions program is also expected to double the current participation rate of local and minority-owned companies, dramatically increase the number of concession jobs, and double retail sales figures during the next decade.

### **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 six UK airports (Heathrow, Stansted, Southampton, Aberdeen, Edinburgh and Glasgow). For more information, visit [www.airmall.com](http://www.airmall.com) or [www.baausa.com](http://www.baausa.com).

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