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**Stylish Watches, Local Souvenir Gear Add to Retail Offerings at the AIRMALL® at Boston Logan International Airport**

*– New Units Include a First-of-its-Kind Vending Machine Filled with Children’s Watches –*

**BOSTON, June 29, 2010** – Travelers in search of attractive, durable timepieces or commemorative clothing from the Boston area now have new destinations at the AIRMALL® at Boston Logan International Airport (BOS). [BAA Boston](#), developer of the AIRMALL® at BOS, recently welcomed the following retail units to the concessions program:

- An internationally recognized brand, **Swatch** offers high-quality timepieces that are stylish and fun. Swatch first made its mark on the retail landscape in the 1980s, becoming well known for its colorful, collectible plastic watches. Since then, Swatch has expanded the brand to include women’s fashion jewelry and sophisticated dress watches for men and women in stainless steel and leather. Swatch (468 square feet) is located on Terminal B/Pier A.
- Also located in Terminal B/Pier A, **Boston Tops** (591 square feet) features a wide variety of regionally themed clothing, including athletic wear for Boston Red Sox and New England Patriots fans. Shoppers can also select from casual apparel, gifts, collectibles and memorabilia that commemorate local landmarks and events.
- **Flik Flak**, a Swatch brand dedicated solely to children, is making its self-service debut in North America via a new Vigix vending machine at the AIRMALL® at BOS. The sleek units are Vigix’s first foray into airports as well and offer an operational advantage to retailers because of the unit’s portability. The machine is located in Terminal E.

“We’re delighted to debut the Flik Flak brand in the Vigix vending machines at the AIRMALL® at BOS. BAA has always been at the forefront of trends in airport concessions, and we think the Vigix machines could signal the beginning of a new approach for operators that want to include vending machines in their merchandising mix,” said Mike Caro, vice president of BAA Boston. “The AIRMALL® at BOS provides discerning travelers with a host of high-quality retail stores, and these new additions will only enhance that reputation. Whether they’re looking for souvenir clothing from Boston or a good-looking watch, travelers can shop at Boston Tops and Swatch knowing they’ll pay ‘Regular Mall Prices...Guaranteed.’ No mark-ups.”

– more –

**Stylish Watches, Local Souvenir Gear Add to Retail Offerings at the  
AIRMALL® at Boston Logan International Airport (cont.)**

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“Automated retail is an explosive segment of the rapidly growing self-service market. Customers enjoy the convenience of checking themselves in, checking themselves out, and purchasing electronics, watches, and other items on their own. Vigix has developed the only dispensing kiosk that takes up only two square feet of space and is uniquely suited for an airport environment with space constraints,” added Steve Pytko, CEO of Vigix.

BAA USA currently manages and develops the retail concessions program for Boston Logan International Airport in terminals B and E, which represents a total of 90,000 square feet of retail concession space. The AIRMALL® at BOS boasts more than 35 restaurants and bars, nearly 20 specialty retail units, 13 news & gift stores and a host of other services.

For more information about BAA USA, visit [www.baausa.com](http://www.baausa.com).

**About BAA Boston**

BAA Boston, Inc. is the developer and manager of the retail and concessions program at the AIRMALL® at Boston Logan International Airport (Terminals B and E). BAA Boston 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 Cleveland Hopkins International Airport. 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.baausa.com](http://www.baausa.com)

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