

# BAA Cleveland ®

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## **Electronics Mecca and Traveling Necessities Outlets Open Their Doors at the AIRMALL® at Cleveland Hopkins International Airport**

*– I-Tech X-perience, Hudson News Offer Quality, Convenience –*

CLEVELAND, September 17, 2009 – Travelers in search of the hottest electronic gadgets or a wide array of reading materials have new options at the AIRMALL® at Cleveland Hopkins International Airport (CLE). BAA Cleveland is pleased to announce the opening of **I-Tech X-perience** and two **Hudson News** units, the latest examples of the transformation of concessions at the airport.

An electronics mecca for people on the go, **I-Tech X-perience** is all about the experience. The store boasts an innovative layout that enables gamers and others to test and purchase branded electronics in the store – everything from MP3 players to DVD players and video games. I-Tech X-perience (900 sq. ft.) is located at the beginning of Concourse C.

The latest **Hudson News** units are located pre-security, providing landside access to news and gift shops. This is something that was not available to passengers and airport visitors prior to the introduction of the AIRMALL® at CLE:

- **Hudson News Euro Café** (640 sq. ft.), located in ticketing, offers travelers a wide selection of newspapers, magazines, books, tobacco products, snack foods, and travel accessories along with sandwiches, salads, coffee and freshly prepared baked goods from Fragapane's, a local favorite.
- **Hudson News Aero Mart** (700 sq. ft.), situated in baggage claim, gives travelers access to quick one-stop shopping for necessities, reading materials and a variety of packaged snacks, foods to go and freshly brewed coffee.

– more –

## **Electronics Mecca and Traveling Necessities Outlets Open Their Doors at the AIRMALL® at Cleveland Hopkins International Airport (cont.)**

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“I-Tech X-perience puts the latest electronics devices at passengers’ fingertips, and Hudson News is well known for being an industry leader in the news and gifts category for airport retail,” said Tina LaForte, vice president of BAA Cleveland. “Moreover, as with all BAA Cleveland offerings at the AIRMALL® at CLE, these new stores will offer their products and services at ‘Regular Mall Prices...Guaranteed.’”

“With each new concession we add, the airport seeks to enhance the passenger experience,” added Ricky Smith, director of Cleveland Hopkins International Airport. “We are delighted that I-Tech X-perience and Hudson are part of the development, and we’re certain that passengers will respond favorably to what they have to offer.”

The City of Cleveland forged a 10-year contract with BAA Cleveland in February 2008 to develop and manage concessions at Cleveland Hopkins International Airport (CLE). The city anticipates that the new AIRMALL® at CLE will double retail sales figures at Hopkins over a 10-year period, double the number of concession jobs and double the current participation rate of local and minority-owned companies.

When it is completed, the new AIRMALL® at Cleveland Hopkins International Airport will occupy 76,000 square feet of retail space.

### **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](http://www.airmall.com) or [www.baausa.com](http://www.baausa.com).