

# BAA Cleveland ®

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## **AIRMALL® at Cleveland Hopkins International Airport (CLE) Signs Lease with Swatch**

*– Stylish Watch Retailer Expected to Open Unit in 2010 –*

**CLEVELAND, December 14, 2009** – Travelers in search of stylish watches, jewelry and accessories will soon be able to shop at Swatch at the AIRMALL® at Cleveland Hopkins International Airport (CLE). BAA Cleveland, developer of the AIRMALL® at CLE, has signed a lease with the retailer. Swatch is expected to open a unit (450 sq. ft) on Concourse C in February 2010.

“BAA Cleveland is pleased to add a respected international retailer such as Swatch to the specialty retail program at the new AIRMALL® at CLE,” said Tina LaForte, vice president of BAA Cleveland. “Moreover, travelers will be able to shop for Swatch’s watches, jewelry and accessories knowing that they are paying ‘Regular Mall Prices...Guaranteed.’ It’s part of the AIRMALL® promise.”

“Swatch is known for its high-quality, Swiss-born time-keeping technology,” added Airport Director Ricky Smith. “As we continue to expand the concessions program, we are pleased to have Swatch join the lineup and look forward to adding more brand-name retailers in the near future.”

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.

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**AIRMALL® at Cleveland Hopkins International Airport (CLE)  
Signs Lease with Swatch (cont.)**

*– Stylish Watch Retailer Expected to Open Unit in 2010 –*

The AIRMALL® at CLE is a project of BAA Cleveland, designated by City of Cleveland as the developer and manager of all concessions at the 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.

**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).

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