

For Immediate Release

**SEAN JOHN AND HMSHOST OPEN BRAND'S FIRST AIRPORT BOUTIQUE AT
HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT (ATL)
*1,000 Square foot store opens mid-June on ATL's Concourse B***

June 18, 2009 (New York, NY) – Music and entertainment mogul Sean Combs has partnered with HMSHost, a world leader in creating shopping and dining in travel venues, to open the first Sean John airport boutique. Located at Hartsfield-Jackson on Concourse B, near gate 26, this boutique is situated in one of the highest traffic areas in the world's busiest airport.

Slated to open its doors on June 18th 2009, the store will boast approximately 1,000 square feet and offers Sean John's signature denim, sportswear, suits, fragrances and accessories. The contemporary design of the new boutique reflects the aesthetic of the New York Fifth Avenue flagship store.

Sean John President, Dawn Robertson, said, "Atlanta is a very strategic market for Sean John, so we are thrilled to announce the opening of our first travel boutique at Hartsfield-Jackson Atlanta International Airport. We are especially proud to partner with industry leader HMSHost, as we believe the travel retail arena offers Sean John a huge opportunity for growth, and the exposure to international travelers is an added bonus. And, given our extensive men's lifestyle offerings from fashion to fragrance, we can truly create an exciting shopping experience for the customer."

"We are happy to announce the opening of Sean John at Hartsfield-Jackson," said concessions director, John Cugasi. This is an exciting opportunity to provide our 250,000 daily passengers with one of the leading brands in the fashion industry."

Joan Ryzner, SVP Retail Development at HMSHost added, "We are very excited to partner with Sean John to develop its first travel retail store at Hartsfield-Jackson Atlanta International Airport. Working with the design team at Sean John for this project has been a wonderful experience and since HMSHost's goal is to make the traveler's day better, we believe passengers are going to respond very positively to this exciting specialty retail venue."

About HMSHost

HMSHost is a world leader in creating shopping and dining for travel venues. HMSHost operates in more than 100 airports around the globe, including the 20 busiest airports in North America. The Company has annual sales in excess of \$2.7 billion and employs more than 34,000 sales associates worldwide. HMSHost is a part of Autogrill Group, the world's leading provider of food and beverage and retail services for people on the move. With over €5.8 billion expected sales in 2008, the Group operates in 43 countries and employs some 70,000 people. It manages over 5,300 stores in more than 1,200 locations worldwide. Visit www.HMSHost.com for more information.

About Sean John

Sean John, a privately held company, was created by music icon and producer Sean "Diddy" Combs and made its fashion debut with a men's sportswear collection for the spring 1999 season. In 2004, Sean "Diddy" Combs for Sean John was honored by the Council of Fashion Designers of America as Men's Wear Designer of the Year. With annual retail sales in the United States of over \$525 million, Sean John is sold in better department and specialty stores across the country, as well as select retailers around the world. In 2006 Sean John, in partnership with Estée Lauder Companies, launched its signature men's fragrance, Unforgivable, which remains one of the highest selling men's fragrance in department stores in America. Its feminine counterpart launched in the fall of 2007 and continues to be one of the best selling scents in the category.

Hartsfield-Jackson Atlanta International Airport

Hartsfield-Jackson is the world's busiest airport, serving more than 90 million passengers annually with nonstop service to more than 90 international destinations in 55 countries. The Airport is a frequent recipient of awards of excellence for concessions, operations, architectural engineering and construction — including being named the World's Most Efficient Airport in 2008 by the Air Transport Research Society. It is undergoing \$6 billion-plus in capital improvements, which will include a new, energy-efficient rental car center; a new, 12-gate international terminal; and aesthetic and functional upgrades to its concourses, people movers and parking services. For more information, go to www.atlanta-airport.com. Check out the Airport's YouTube channel by visiting www.youtube.com/AtlantaHartsfield, and become our fan on Facebook.

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