

CROSS



Making the Traveler's Day Better™

An Autogrill Company 

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CROSS

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For Immediate Release

CROSS PENS STORE OPENS AT SALT LAKE CITY INTERNATIONAL AIRPORT *HMSHost brings first airport location of specialty retailer to Utah travelers*



From Left to Right
- Tim Bowman, HMS Host, General Manager, Salt Lake City Airport
- David Ferreira, Cross Travel Retail Sales Manager
- Doug Petty, HMS Host, Retail Store Manager, Salt Lake City Airport

BETHESDA, MD – HMSHost, a world leader in travel shopping and dining, and CROSS, the world renowned manufacturer and marketer of fine writing instruments, announced today the opening of the first airport CROSS pen store at Salt Lake City International Airport. The new store is located on Terminal 2 at the main corridor between Concourses C and D.

HMSHost partners with specialty retailers to bring travelers the most sought after shopping brands, and CROSS is no exception. A brand with products designed for where and how you work, CROSS enjoys a legacy that stretches back more than 160 years when it first established its roots in New England as a maker of fine writing instruments. CROSS, headquartered in Lincoln, Rhode Island, remains the industry leader in quality writing instruments, while recently expanding its product collection to include a broader range of stylish and functional accessories.

The CROSS collection contains fine writing instruments, business bags, timepieces, cufflinks, leather time management systems, wallets and money pieces, journals, and eyewear. CROSS offers an attractive range of stylish accessories to be used where you work, perfect as a personal treat or as gifts for commemorative occasions.

Among the new CROSS product introductions this spring:

- The new C-Series collection featuring pens with a bold new silhouette inspired by industrial design detailing and finishes of fine sports cars give this pen a high-tech look. Turbo-charged performance meets cutting-edge design.

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- Limited Edition Century ® II Turismo ballpoint pens deliver swirling stripes evocative of speed and play on the bold pattern and color of spring.
- Autocross leather passport wallets and money pieces with mini-CROSS pens incorporated into the designs as well as SIM card pockets – perfect for international travelers
- Reading glasses that combine a wide variety of lens shapes in both classic and fashionable designs

According to Mark Ivory, Vice President – Global Sales, “CROSS is delighted to further expand its presence in the travel retail environment with our partnership with HMSHost. CROSS products are designed to make where and how you work special. Salt Lake City International Airport attracts both domestic and international business travelers and is a year long vacation destination, making it a wonderful fit for the CROSS brand.”

CROSS currently operates other retail locations at Water Tower Place (Chicago) and Prudential Center (Boston) as well as numerous in-store boutiques in many major city centers around the world.

“We are excited to partner with CROSS to develop its first travel retail store at Salt Lake City International Airport”, said Joseph Waller, HMSHost Vice President of Business Development. “Cross has been an icon for 160 years because it offers exceptional, high quality products. Having a Cross store at Salt Lake City International Airport will definitely make the traveler’s day better.”

About CROSS

CROSS, the world renowned manufacturer and marketer of fine writing instruments has achieved worldwide recognition as a brand since the firm’s inception in 1846. The CROSS name has been synonymous with quality writing instruments, and recently, its collection has expanded to include other fine accessories for where and how you work, including timepieces, leather, eyewear, and journals. CROSS is headquartered in Lincoln, Rhode Island, and its products are sold in more than 100 markets worldwide through select retailers and distribution partners. All CROSS writing instruments are backed by a lifetime mechanical guarantee.

CROSS selections bring the collective skills of 160 years of innovation and craftsmanship to a whole new generation of products.

For further information about CROSS, please visit www.cross.com

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.

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