



November 23, 2009

For Immediate Release

**L'ORÉAL LUXURY PRODUCTS AND HMSHOST OPEN BEAUTY STORES AT
HARTSFIELD-JACKSON ATLANTA INTERNATIONAL AIRPORT**
Kiehl's and Beauty Lounge create multi-brand cosmetics shopping opportunity



Photo credit: HMSHost

BETHESDA, MD – HMSHost Corporation, a world leader in travel shopping and dining, Parbel of Florida, Inc., and L'Oréal Luxury Products Travel Retail Americas, are pleased to announce the opening of two new retail stores in the world's busiest airport.

Kiehl's and the multi-brand **Beauty Lounge** have opened their doors for business at Hartsfield-Jackson Atlanta International Airport (ATL). Both stores are situated at the center of Concourse B near Gate 19 and offer ATL travelers cosmetics and fragrances from the most sought-after luxury cosmetic brands.

Parbel of Florida, Inc. General Manager, Richard Cymberg, said, "We see a huge potential to cater to the U.S. domestic passenger with these stores. There are one billion passengers in the U.S. and 90% of them are domestic. We are always looking for ways to reach this passenger and ATL is #1 – not only in the U.S. but in the world — in terms of passenger traffic."

The new ATL **Kiehl's** is the brand's second U.S. airport venue. The store showcases the brand's signature skin, hair and body products, and maintains an old-world apothecary aesthetic while also featuring characteristics found in its New York flagship store.

"As the world's busiest airport we know what our customers demand and we are pleased that HMSHost has responded with a unique and superior shopping experience," said John Cugasi, Director of Concessions, Hartsfield-Jackson Atlanta International Airport.

-- more --

The multi-brand **Beauty Lounge** offers signature fragrances, skincare, and makeup from many leading cosmetic houses, including Lancôme, Yves Saint Laurent, Giorgio Armani, and Ralph Lauren—together creating the ultimate beauty experience for travelers passing through the Atlanta airport.

“ATL is leading the way in providing a brand new experience for today’s travelers,” said Joan Ryzner, Senior Vice President, HMSHost Retail. “Bringing these exclusive brands to ATL’s retail shopping venue offers a dwell time opportunity previously unavailable to the domestic traveler. This is just one more way HMSHost is making the traveler’s day better in today’s time-pressed, on-the-go culture.”

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 and become a Fan of HMSHost on Facebook.

About Parbel of Florida, Inc.

Parbel is a wholly owned subsidiary of L’Oréal Luxury Products. The company was incorporated in 1977 and distributes perfumes and cosmetics to duty-free areas in North, Central, South America and the Caribbean. The points of sales include airports, cruise ships, airlines and some local markets in Latin America. The brands distributed are: Lancôme, Yves Saint Laurent, Ralph Lauren, Cacharel, Giorgio Armani, Viktor & Rolf, Diesel, Boucheron, Stella Mc Cartney, Oscar de la Renta, Ermenegildo Zegna, Guy Laroche, Paloma Picasso, Helena Rubinstein, Biotherm and Kiehl’s Since 1851.

About Kiehl’s Since 1851

Kiehl’s was founded as an old-world apothecary in New York City in 1851. Its unique and extensive background represents a blend of cosmetic, pharmaceutical, herbal, and medicinal knowledge developed through the generations. Kiehl’s environment inside ATL Concourse B is a mix of textures and finishes that conjure up the warm, old world pharmacy feel of days past while characterizing Kiehl’s as the modern, no-nonsense company of today with a commitment to exemplary customer service and efficacious product formulations. *Kiehl’s delights in being a part of Hartsfield-Jackson Atlanta International Airport where they hope to contribute to the community for many years to come.*

Hartsfield-Jackson Atlanta International Airport

Hartsfield-Jackson is the world’s busiest airport, serving more than 90 million passengers annually with nonstop service to 160 U.S. destinations and 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 by the Air Transport Research Society (for more information, go to www.atrsworld.org). 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 a fan on Facebook.

###