



FOR IMMEDIATE RELEASE
MAY 16, 2007

FOR MORE INFORMATION:
Sheila McGee 240-694-4196
Sheila.McGee@HMSHost.com
Sunok Pak 415-281-7129
Sunok.Pak@hillandknowlton.com

JFK GETS A MAKEOVER: HMSHOST TRANSFORMING AIRPORT INTO CULINARY DESTINATION

Carriers Partnering with Concessionaires to Enhance the Boarding Experience

BETHESDA, Md. — More airlines are partnering with concessionaires to determine which brands 'wine and dine' airport passengers in an effort to enhance the consumer travel experience before boarding, according to HMSHost, the world's largest travel dining and shopping operator. The company announced today that John F. Kennedy International Airport (JFK), the leading international air passenger gateway in the United States, is being transformed into a dining "destination" through the awarding of three food and beverage contracts to HMSHost.

"Many airlines think that what we eat and drink near their gates – or bring on board – is an integral part of a traveler's overall experience," said Joe Waller, vice president of business development for HMSHost. "Carriers want the airport food and beverage offerings to reflect their brands and their passengers' tastes."

HMSHost recently was awarded three new and extended concession contracts for JFK, two with carriers that control the space in their respective terminals. HMSHost entered into the Terminal 1 concession contract extension with the Terminal One Group Association (TOGA); Terminal 2 with Delta Airlines; and Terminal 7 with British Airways.

According to the terms of the contracts, HMSHost is developing, leasing and managing a total of more than 24,000 square feet of space at JFK. Combined, these terminals service departing flights on more than two dozen international and domestic carriers. The contracts expand HMSHost's presence at JFK and in the New York area, where the company operates more than 31 dining facilities at three other airports.

Joan Vincenz, managing director of Product Marketing for Delta Air Lines said, "Part of offering superior service is providing a superior experience before our customers board." Delta, which recently completed a multi-million dollar renovation of its Terminal 2 facility, served more than 3.4 million enplaned passengers at JFK in 2006, according to the US Department of Transportation, Bureau of Transportation Statistics.

HMSHost researched and developed Delta's concession program, negotiated all tenant agreements and worked with concession owners to adapt menus for the airport environment. "HMSHost brings the industry expertise, local knowledge and commitment we need to make the most of our customers' time at JFK," added Vincenz.

Celebrity chef restaurants, organic bakeries, martini bars and interactive cafés will line the concourses that lead to flights to Rochester, Riyadh and other points accessible from JFK. Dining concepts created by HMSHost exclusively for airports in partnership with chefs from popular restaurants will join venerable brands such as Balducci's that are establishing airport outposts for the first time.

(more)

“Travelers want their favorite brands at JFK, but with the speed and convenience they have come to expect from airport dining,” said Waller.

TERMINAL 1

HMSHost was awarded a seven-year extension (through 2014) of its existing contract for construction of four new facilities. Working with Terminal One Group Association (TOGA), the company will introduce a **Starbucks Coffee** and the following new brands scheduled to open this spring:

- **Idlewild Wine Bar** – Idlewild emulates a sidewalk café and offer wines from America’s top producing regions, with an emphasis on Hudson Valley varietals.
- **Medalist Sports Bar** – Medalist features international sporting events such as soccer, alpine skiing and Formula One racing on several television screens. Made to order grilled sandwiches, pizzas, salads and wraps will be served.
- **Sbarros/Greenwich Village Bistro** – A buffet of freshly prepared food boasts Italian ‘home-made’ flavors. Greenwich Village Bistro’s unique ambiance is reminiscent of the Manhattan neighborhood that bears its name.

TERMINAL 2

HMSHost’s extended, 11-year contract in Delta’s terminal includes:

- **Balducci’s Food Lover’s Market:** What began as a fruit-and-vegetable stand in Brooklyn in 1916 now has a global audience in Queens. Balducci’s is known for its creative, high quality gourmet salads, soups and fresh-baked pastries. Now open in the Delta terminal, Travelers are able to customize their selections at Balducci’s made-to-order station.
- **Todd English’s Bonfire:** Celebrated executive chef and restaurateur Todd English will open Bonfire, a brand new 84-seat establishment that upgrades the tone for Terminal 2 with an exciting menu of globally inspired cuisine and a cutting edge design. Slated to open June 6, the upscale menu will feature English’s famous Steak Frites, crab-meat Nachos, Roasted Swordfish and Kobe Beef Burger, as well as a full taqueria created especially for Delta customers.
- **Todd English’s Bonfire Bar:** Bonfire Bar, opening this spring, will be the perfect destination for travelers looking for a stylish venue close to their gate, where they can enjoy Todd’s signature cuisine and creative house cocktails.
- **The French Meadow Bakery & Café:** Minneapolis’ French Meadow caters to the demand for natural and organic foods. Muffins and scones – baked fresh daily in the airport – are served alongside an array of specialty breads at the recently opened Delta location.
- **Legends Sports Bar:** Opening this summer, Legends Sports Bar will immerse travelers in the sports history of the Big Apple. It will broadcast continuous coverage of games and interviews with local athletes.
- **Starbucks Coffee:** The leading retailer and roaster of specialty coffee, Starbucks Coffee remains an airport destination for travelers. Starbucks will open in late June.

TERMINAL 7

HMSHost’s contract for eight new food and beverage concepts extends through 2015. Facilities scheduled to open this fall at British Airways-T7 will include **Todd English’s Bonfire, Balducci’s Food Lover’s Market, two Starbucks Coffee locations** and these new concepts:

(more)

- **Bombay Sapphire Martini Bar** –Travelers who want a gourmet bite and a signature cocktail without visiting the food court can stop by Sapphire, which will feature Balducci's menu items with take away options.
- **Wolfgang Puck Gourmet Express & Wolfgang Puck Grab & Go** - World-renowned chef and restaurateur Wolfgang Puck will bring his distinctive cooking to T7 passengers. The menu will include gourmet sandwiches, signature soups and Puck's celebrated gourmet pizzas.
- **Zoom Interactive Café** – Fusing cutting edge technology, food and drink and the hottest products on the market, Zoom Café will feature a Zoom Gadget Zone where customers download music, surf the Web, refuel iPods and purchase tech products from Zoom's patented, self-service, automated retail system.

About HMSHost

HMSHost is world-renowned for creating customized shopping and dining spaces in travel venues. The innovative company operates in more than 100 airport locations around the globe, including 19 of the 20 busiest airports in North America. HMSHost has annual sales in excess of \$2.3 billion and employs more than 28,000 associates worldwide.

A wholly-owned subsidiary of Autogrill S.p.A, HMSHost and the Autogrill Group are recognized leaders in travel amenities. With sales exceeding €3.9 billion, Autogrill is present in 32 countries with more than 4,800 points of sale in more than 1050 locations (including 138 airports and 645 motorways) where 50,000 employees serve over 840 million customers every year.

Visit www.HMSHost.com for more information.

###