



NEWS RELEASE

DECEMBER 6, 2007

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HMSHOST AND AIRPORT WIRELESS LAUNCH TECHSHOWCASE *First store opens at Oakland International Airport*

BETHESDA, MD – HMSHost, a world leader in travel shopping and dining, and airport technology retailer, Airport Wireless, today announced the opening of the first **Techshowcase** at Oakland International Airport's Terminal 2. A high technology airport retail store developed and operated by Airport Wireless, Techshowcase features mobile consumer electronic devices from the world's leading manufacturers, including Belkin, BlackBerry, Boingo Wireless, Energizer, Igo, Klipsch, Logitech, Motorola, Nokia, Parrott, Plantronics, Sirius, Sony, and Superior Communications.

Known for its extensive airport retail electronics experience, Airport Wireless created Techshowcase to meet travelers' demands for the latest high technology brands. Techshowcase incorporates multiple leading brand technology manufacturers into one easy-to-shop store. Each store is designed to convey the atmosphere of a "please touch" science museum, with live technology demonstration units mounted on interactive display fixtures.



"We are pleased to bring Techshowcase to Oakland International travelers, which is yet another innovative and in-demand airport retail store that offers a wealth of proven brands," said Steven Grossman, Director of Aviation for the Port of Oakland, which owns and operates the airport. "With our concessions partner, HMSHost, we continue to enhance the interior landscape of our airport, all part of our \$300 million Terminal Improvement Program."

"Business travelers are able to put their dwell time to productive use by shopping for high-quality mobile electronic products and accessories to keep them connected while on the road," said Ilene Berman, Co-CEO, Airport Wireless. "Techshowcase also accommodates the needs of non-business travelers seeking mobile phone accessories, a high-quality entertainment device, headphones, batteries, gifts, and more. We have approximately 20 locations slated to open over the next 18 months in airports such as Miami, San Francisco, New York, Dallas, Houston, Pittsburgh, Atlanta, Washington and Chicago."

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Each manufacturer's interactive display unit and product occupies a branded and distinct "mini-store" inside the Techshowcase store. Interactive exhibits are frequently replaced or refreshed with the latest merchandise so that travelers may enjoy a new experience upon each visit. Because Techshowcase provides electronics manufacturers direct access to their target demographic, many new products will be launched at Techshowcase locations before other venues. This presents an unusual and rare opportunity for an airport to provide an exclusive experience to its patrons.

"HMSHost is pleased to partner with Airport Wireless and the Port of Oakland to offer this extraordinary venue for airport travelers to get the latest and highest quality consumer electronic brands," says Pat Banducci, Senior Vice President, Business Development for HMSHost. "I'm sure Oakland is just the first of many airports that will want a Techshowcase to serve its travelers."

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 part of Autogrill S.p.A, HMSHost and the rest of the Autogrill Group are recognized leaders in travel amenities. With sales exceeding €3.9 billion, Autogrill is present in 33 countries with more than 4,800 points of sale in more than 1,050 locations (including 163 airports and 689 motorways) where 51,000 employees serve over 840 million customers every year. Visit www.HMSHost.com for more information.

About Airport Wireless

In 1996, the principals of Airport Wireless opened The Cellular Shop, a cellular telephone and accessory store in Bryn Mawr, Pennsylvania. The next year, Airport Wireless began selling wireless phones and accessories from a small merchandise cart in Terminal B of the Philadelphia International Airport followed in 1998 by locations in Philadelphia, Cleveland-Hopkins and Newark Liberty International Airports. In 2003, Airport Wireless signed an exclusive agreement to operate Palm's airport locations. Airport Wireless and Palm have since become a successful combined concept retailer with large in-line stores. Currently there are 32 Airport Wireless and Airport Wireless Palm stores and now Techshowcase (the group's latest and most innovative high technology concept) locations serving travelers in major airports around the country. Airport Wireless is a WDBE, or Woman's Disadvantaged Business Enterprise. Visit www.airportwireless.com and www.techshowcase.com for more information.

About the Port of Oakland and Oakland International Airport

The Port of Oakland oversees the Oakland seaport, Oakland International Airport and 19 miles of waterfront. The Oakland seaport is the 4th busiest container port in the U.S.; Oakland International Airport offers more than 200 daily nonstop flights to 39 domestic and international destinations; and the Port's commercial real estate includes Jack London Square, Oakland's premier entertainment spot along the waterfront. The Port of Oakland was established in 1927 and is an independent department of the City of Oakland. For more information, visit www.portofoakland.com and www.oaklandairport.com.

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