



NEWS RELEASE

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HMSHOST TO RAISE FUNDS FOR THE USO IN 2008 *USO and Travel Rewards promotions in cooperation with The Coca-Cola Company*

BETHESDA, Md. – HMSHost Corporation, a world leader in travel dining and shopping, today announced its annual summer promotion in cooperation with The Coca-Cola Company to support military personnel and their families worldwide through the United Service Organizations, Inc. (USO). In recent years, HMSHost has donated more than \$147,000 to the USO through these special promotions.

“We’re delighted to offer our customers exciting promotions for the summer travel season,” said Vince Modica, Senior Vice President, Concepts and Standards for HMSHost. “Again this year, we’re pleased to work to support the USO and its endeavors and look to our customers to help us increase our donation amount by requesting their beverage in the vintage USO mug.”

HMSHost is also offering another promotion featuring Coca-Cola products where guests have a chance to win exciting travel rewards including grand prize packages to New York, Lake Tahoe or an Arizona spa vacation. Additional prizes include travel packages to Universal Studios and Six Flags Amusement Parks.



The promotions will be advertised through point of purchase materials at each HMSHost location and will run through the summer travel season.

On the Highways

Beginning April 25, 2008, travelers stopping at HMSHost travel plazas may purchase fountain beverages in a special edition USO 44 oz. collectible travel mug. The mug features a vintage military theme that reaches back to the era that created the USO tradition. For every mug sold, HMSHost will donate \$2.00 to the USO.

Fly, Drive or Shop Your Way to Winning

Beginning May 15, 2008, travelers at HMSHost airport, motorway and mall quick service food and beverage locations may participate in the “**You deserve to go First Class**” program.

Dining guests may purchase fountain beverages in a special 32 oz. cup that includes a removable sticker with a Web site address and individual code. Guests are encouraged to access the site and register the code to see if they are an instant winner of great travel related awards and prizes, including First Class vacation packages, airline tickets and hotel points.



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Modica added, “The First Class travel rewards program is designed to reach people just about anywhere you find HMSHost making the traveler’s day better—in airports, on the highways or in mall food courts.”

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 also operates in more than 100 motorway travel plazas in North America. It has annual sales in excess of \$2.6 billion and employs more than 33,000 sales associates worldwide. A part of Autogrill S.p.A, HMSHost and the rest of the Autogrill Group are recognized leaders in travel restaurants and retail. With sales exceeding €4.8 billion, Autogrill is present in 42 countries with more than 5,300 points of sale in more than 1,200 locations (including 216 airports and 704 motorways) where 68,000 employees serve over 840 million customers every year. Visit www.HMSHost.com for more information.

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