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IMMEDIATE RELEASE

SPRING BREAK PARKERS ENJOY PARKING BREAKS AT DFW AIRPORT

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AIRPORT TO PROVIDE INSTANT UPGRADES, DISCOUNTS IF LOTS FULL -- FREE LUGGAGE TAGS

DFW INTERNATIONAL AIRPORT, Texas (Mar. 8, 2004) – DFW parkers packing their swimsuits, skis and sunscreen won't have to drag along any Spring Break parking stress this month. DFW is offering free parking upgrades and distributing discount coupons during this hectic holiday travel season, while offering Express Parkers complimentary luggage tags to celebrate the popular lots' second Spring of service.

The Airport will be offering upgrades and discounts for close-in Terminal parking if Remote and Express lots are full during Spring Break travel. Parkers simply ask for a coupon at the sold-out lot and receive a discount coupon for \$13/day Terminal Parking, a 23 percent discount off the already low \$16 per day rate. DFW has more than 18,000 parking spaces in garages across its four terminals.

"We know that many families are heading out for Spring Break this year as the economy continues to improve, and many may be taking their first Spring Break trip in a couple of years, so we want to make the trip to DFW as easy and convenient as possible," says Joe Lopano, executive vice president of marketing and revenue management at DFW. "Being able to upgrade our guests with a better, discount parking option certainly beats saying 'sorry we're full'. And at DFW, we have the capacity and customer service to make this offer a real hit for the holiday."

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Meanwhile Express Parkers will receive a complimentary Express luggage tag upon entry to the North or South lots. Since its inception headlined by Elvis impersonators in November of 2002, Express Parking has handled more than 270,000 cars and experienced a 16 percent increase in business over 2002. Express lots feature quick trunk-to-terminal van service and complimentary water and newspapers. Remote and Express Parking was redesigned after more than a year of extensive market research on consumer needs at DFW. In the latest survey on both options, more than 70 percent of the parkers say they are "delighted/pleased" with Remote parking, and 80 percent feel the same way about Express.

"The bottom line here is we listened and the customers have given us tremendous feedback and overwhelming support," says Lopano.

DFW is planning more parking promotions on upcoming holidays, and encourages travelers to check out www.dfwairport.com for the latest on all the parking choices at the Airport.

Located halfway between the cities of Dallas and Fort Worth, Texas, DFW International Airport is the world's third busiest, serving 54 million passengers a year. Offering nearly 2,000 flights daily, DFW Airport provides nonstop service to 135 domestic and 32 international destinations worldwide. For the latest news, real-time flight information, parking availability or further details regarding the many services provided at DFW International Airport log on to www.dfwairport.com.

To arrange interviews contact DFW Public Affairs at 972-574-NEWS (6397) or Ken Capps, Vice President Public Affairs, kcapps@dfwairport.com.

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