



**FOR IMMEDIATE RELEASE    Pepsi Playscapes Land At DFW International Airport**

**February 2, 2006**

**Family-friendly areas make travel easier; Pepsi Bottling  
sponsorship expands**

DFW INTERNATIONAL AIRPORT, (February 2, 2006) – Kids will have two new “Landing Zone” play areas at DFW International Airport this summer. The Pepsi Bottling Group (PBG) will spend \$190,000 for the installation of the new “Landing Zones” in Terminal B and C that will total almost 1300 square feet.

“Pepsi is actually going to install two new ‘runways’ inside of Terminal B and C to allow our youngest passengers a chance to take-off,” said Ken Buchanan, executive vice president of revenue management. “Where other airports have had to put their own money on the table to build the play areas, DFW has been able to negotiate the use of the play areas through our sponsorship deal with The Pepsi Bottling Group.”

PBG's sponsorship will pay DFW \$1.2 million in the first year beginning Jan. 1, 2006 and then scale up through the term of the contract with a final payment of \$1.3 million. In addition to the annual guaranteed amount, the Airport also receives 40 percent of all vending revenues from the PBG contract.

“The new facilities are made by Playtime and will include a runway, roadway, bridge, car, plane, luggage, an air traffic control tower and wall paintings to complete the Landing Zone,” said Buchanan. “We have been working very hard over the last several years to make travel much more enjoyable, bringing in new restaurants, shops, adding Skylink, International Terminal D and the Grand Hyatt and this is just the latest of the amenities our passengers have to look forward to.”

“The creation of this ‘Landing Zone’ has been a terrific way to further our partnership with DFW,” said Pat Boggs, vice president and general manager of PBG's Texas Market Unit. “Every parent knows the challenges of keeping children entertained while at an airport. The Landing Zone provides a safe and fun environment for these younger children and we're thrilled to be a part of its development.”

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The Terminal B “Landing Zone” will be located at gate 12 and will consist of 685 square feet of play area which includes a bench for parents to relax and watch their children play. The floor and equipment will be covered by colorful padded material to soften the children’s playing surface. Take-offs and landings will also now take place at the “Landing Zone” that will be located in Terminal C at gate 14 and consist of 600 square feet of play area.

Each facility will be centrally located in the terminal, near a food court and a Skylink station. In addition a hanging sign will identify the “Landing Zone” play area. The signage and play area will be co-branded by PBG and DFW.

In addition to the new “Landing Zones” DFW has seen a large influx of customer amenities, including the Airport’s first children’s play area built by McDonald’s in International Terminal D. The Airport also built two performance areas for live music or other performance art at both ends of the new terminal. International Terminal D also brought with it a \$6 million public art program and two 40,000 square foot concession villages that house great new restaurants and shops.

Playtime, the makers of the play area equipment that will be installed has installed its padded floor, padded play equipment style of play areas in over 300 locations nation wide including malls and McDonald’s restaurants, DFW will become the third airport to have playtime equipment installed following Tampa International Airport and Boston Logan International Airport.

### **About The Pepsi Bottling Group**

The Pepsi Bottling Group, Inc. ([www.pbg.com](http://www.pbg.com)) is the world's largest manufacturer, seller and distributor of Pepsi-Cola beverages with operations in the U.S., Canada, Mexico, Russia, Spain, Turkey and Greece.

### **About DFW International Airport**

Located halfway between the cities of Dallas and Fort Worth, Texas, DFW International Airport is the world's third busiest, offering nearly 1,900 flights per day and serving 59 million passengers a year. DFW International Airport provides non-stop service to 129 domestic and 36 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](http://www.dfwairport.com).

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