



DALLAS FORT WORTH INTERNATIONAL AIRPORT
PUBLIC AFFAIRS DEPARTMENT

NEWS

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Just In Time For Holiday Travel: DFW International Airport Debuts New Passenger Amenities and Shopping Options

Holiday shopping and relaxing – Pilgrims and Santa show travelers what’s ahead for families, road warriors

DFW INTERNATIONAL AIRPORT (November 9, 2006) - Just two weeks from the busiest travel season of the year, DFW International Airport today debuted new passenger amenities and shopping options that will accommodate millions of guests at the Airport and make gift purchases and relaxing easier than ever. Santa Claus debuted the new Zoom Automated Retail Systems where he chose the newly remastered Apple iPod nano, and costumed Pilgrims tried out new massage chairs. The initiative is an integral part of DFW's new campaign to encourage travelers to make holiday purchases at the Airport or take a break from the holiday bustle.

"Our goal is to make the passenger experience as enjoyable and efficient as possible, which is certainly a priority during hectic holiday travel times," said Kevin Cox, DFW's chief operating officer. "We believe these new amenities across all five of our terminals will be a real treat for travelers and make our Airport even more attractive for everyone from families to road warriors who need to make the most of their airport time."

The new high-tech automated retail systems will sell electronics products, offering travel accessories ranging from iPods to headsets. Zoom units will also dispense Neutrogena products and items from Proactiv Facial Care. The 13 machines offer items from \$5.99 to \$299.00 and are accessible to passengers at all times, giving after-hours passengers new buying options.

"When a customer walks up to a machine, he can drill down and get as much information on the product as he needs – as if he would on the web – or within three touches, he can be at a buy decision," said Mark Mullins, executive vice president for Zoom Systems. "When he hits buy, he can use a debit or credit card which makes the transaction very secure and less cumbersome than cash."

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Santa delivered his first gift of the season and demonstrated the machine's ease of use by giving a brand new iPod nano to DFW guests Juan, Adrimarie and Christian Santiago of Puerto Rico. Mr. Santiago is in the U.S. Army and his wife and one-year old son were flying home for vacation.

If hectic travel has taken a toll on your holiday spirit, new massage chairs from First Class Seats will recharge your muscles as well as your laptop or mobile phone. The chairs recline, massage and feature headphones tuned to relaxing music. The chairs are also equipped with outlets for charging all electronic devices and are available now in Terminal C with locations throughout the Airport in the near future.

"We believe that these enhancements to our Airport will greatly benefit all of our travelers, and we're pleased we're able to get them into the terminals before the holidays begin," said Ken Buchanan, DFW's executive vice president of revenue management. "We have even more new shopping options that should be very popular as passengers visit friends and family this holiday season."

One enticing new option is the Buckaroo Tax Free store in International Terminal D. Once off-limits to domestic passengers, Buckaroo has dedicated the lower level of the D14 store to all passengers, who can now shop for their favorite fragrances, cosmetics, fine leather goods and unique gift ideas. Buckaroo will pay the sales tax on those items.

"This is an Airport first," said Steve Flory, one of Buckaroo's owners. "All passengers may now purchase many items from Buckaroo's unique product line at significant savings, and we're really excited about the opportunity. The response from domestic passengers so far has been outstanding."

L'Occitane, located at D16, recently opened featuring bath and skincare products from the south of France. The store works with growers from the Mediterranean to create unique scents and textures, featuring the influences of lavender, honey, neroli flowers and organic verbena. L'Occitane products are also labeled in Braille, allowing the sight-impaired to make informed choices while shopping.

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The smell of fresh-popped gourmet popcorn - featuring six different flavors - now fills the air around The Grove, which recently opened at Terminal D near Gate D21. In addition to the popcorn, passengers can enjoy an array of frozen dessert beverages and a choice selection of The Grove's popular dried fruits and natural snacks, all in an old-fashioned soda fountain.

One of the new success stories at DFW is Rosetta Stone, which offers acclaimed foreign language instruction CDs. Rosetta Stone, which has been used by thousands of schools and corporations for fast, easy-to-use instruction, now has kiosk operations at gates B10, C19 and E11: the Terminal C location is the company's most successful airport location in the United States.

New Zoom vending locations are:

Terminal A Gate 13 and 17

Terminal B Gate 12 and 29

Terminal C Gate 2, 8, 11 and 13

Terminal D Gate 21 and 24

Terminal E Gate 33

First Class Seats new locations are:

Terminal C Gate 6, 11, 15, 17, 20, 24 and 27

Terminals A, B, D, and E will be installed shortly.

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 60 million passengers a year. DFW International Airport provides non-stop service to 134 domestic and 35 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.

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