

NEWS



DALLAS FORT WORTH INTERNATIONAL AIRPORT
PUBLIC AFFAIRS DEPARTMENT

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FOR IMMEDIATE RELEASE
December 5, 2007

Kids Eat Free at DFW International Airport December 20-21

Airport delivers "DFW Bucks" to encourage families to arrive at off-peak times

(DFW INTERNATIONAL AIRPORT – Dec. 5, 2007) –DFW International Airport will distribute more than \$10,000 in "DFW Bucks" on December 20 and 21 to encourage families to check in during off-peak times to avoid the Christmas checkpoint crunch, offering children 12 and under a coupon to eat free at any of the restaurants in the Airport's five terminals.

Airport Ambassadors will distribute 2,000 of the \$5 value coupons from noon to 2:00 PM on both of these busy 'getaway' days at all 18 checkpoints to encourage families to go through security during this time period and more easily navigate the holiday rush.

"All of us at DFW work very hard to make our security checkpoints among the fastest in the country, with average wait times of less than 10 minutes," said Jim Crites, executive vice president of operations at DFW. "We know it can be challenging traveling with children during the holidays so we want to let families know the best time for going through security while providing them with a little holiday treat."

DFW's "Kids Eat Free" event is being held as part of a Transportation Security Administration (TSA) pilot program to encourage families traveling with children to arrive at the airport during off-peak hours.

The TSA frequently uses DFW as a model and testing site for innovative ways to speed security lines. When the Airport identified and implemented enhancements to the checkpoints that allow passengers to more easily get carry-on items ready for screening, checkpoint 'throughput' was increased by more than 30% and wait times were reduced by more than 40%.

DFW has also been recognized as one of the most family-friendly airports in the country.

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DFW concessionaires are supporting the innovative "Kids Eat Free" promotion as another way to enhance the passenger experience during the holidays.

Storytellers, face painters and balloon artists will also be on hand to entertain during the two days of the promotion, and the Airport's volunteer "Holiday Helper" team will also be monitoring security lines and assisting families as needed.

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. Ranked "Highest in Customer Satisfaction for Large Airports" in North America by J.D. Power and Associates, and named as 2006's "Best Airport for Customer Service in the Americas" by an Airports Council International survey of passengers, DFW International Airport provides non-stop service to 135 domestic and 39 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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