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DALLAS FORT WORTH INTERNATIONAL AIRPORT
PUBLIC AFFAIRS DEPARTMENT

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DFW International Airport Unveils Unprecedented Multi-Million Dollar Business Push in Asia

Korean Air Announces Fourth Weekly Flight Seoul-DFW; Dallas Cowboys Cheerleaders Tout Texas Travel

(Seoul, South Korea– January 23, 2008) – DFW International Airport is debuting its multi-million dollar global marketing campaign in Seoul, South Korea this morning with media briefings and meetings with major tour operators, airline executives and local officials. DFW has teamed with the Dallas and Fort Worth Convention and Visitors Bureaus (CVBs) in the 'Visit DFW' campaign to promote the Airport in South Korea as the gateway to the region. The event drew added excitement and momentum with Korean Air announcing it would add a fourth weekly flight from Seoul to DFW later this year.

"We commend Korean Air for adding this new flight and continuing to enhance business and tourism between South Korea and the State of Texas," said Jeff Fegan, CEO at DFW. "DFW is moving aggressively to enhance its premier international status with additional service to international gateways across Asia and it continues to be critical for us to expand our presence and build closer relationships in South Korea.

"Our Airport has invested billions of dollars in new facilities and amenities that cater to the international passenger, and our International Terminal D is considered one of the best passenger experiences in the world. So DFW and the Dallas and Fort Worth Convention and Visitors Bureaus look forward to showing citizens of South Korea that the first step to substantial business and tourism opportunities that await them in Texas is through DFW International Airport."

The Dallas Cowboys Cheerleaders - icons of Texas culture and sports - traveled with DFW and CVB officials to Seoul to tout international travel to Texas. The "Visit DFW" campaign allocated \$1 million toward efforts to develop tourism and business travel from South Korea through DFW International Airport.

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“We are launching this initiative because the Korean and Asian travel markets show strong growth opportunities and we believe that this "Visit DFW" campaign will build awareness of DFW International Airport as the gateway to Dallas and Fort Worth,” said Joe Lopano, executive vice president of marketing and terminal management at DFW. “We are also seeing more and more Asian passengers take advantage of the hub operation at DFW, which offers them the opportunity to easily connect to other destinations in Texas and throughout the U.S. We want to promote our Airport as the best connecting hub in the United States.”

The DFW Airport Board approved the "Visit DFW" campaign in June 2007 in an effort to leverage the Airport's strength to promote more international travel to DFW, benefiting the Airport and its owner cities. Travel between DFW and South Korea continues to surge as a result of the strong South Korean economy and growing trade ties between Texas and South Korea and across Asia.

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 38 international destinations worldwide. DFW International Airport contributes 305,000 jobs, \$7.6 billion in payroll and \$16.6 billion in economic activity every year for North Texas, according to the Texas Department of Transportation’s 2005 aviation economic impact study. 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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