

Will Rogers World Airport

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Concessions Plan for New Terminal Announced

OKLAHOMA CITY – New retail shops and restaurants will be part of the \$110 million expansion/renovation project at Will Rogers World Airport. The new plan provides nearly 10,000 square feet of additional concession space and offers a wide variety of shopping and eating venues.

“Just as the terminal building needed renovation and expansion to meet the demands of today’s travelers, so did our concessions program,” says airport director Luther Trent. “I think the traveling public will be very pleased with the food and retail offerings at Will Rogers once the entire expansion project is completed.”



Two different companies will operate and manage the concessions program at Will Rogers: the Paradies Shops of Atlanta, GA has partnered with Kambers, LLC of Oklahoma City to oversee the retail operations and CA One Services, Inc. of Buffalo, NY will manage the food operations.

The Paradies Shops currently have 300 retail shops in 59 airports and over 200 news operations in 52 airports. Kambers, a local retailer operating in Oklahoma City for over 70 years, is known for its wide selection of travel items, fine gifts and customer service. Together the two companies have developed a retail plan that combines national and local brands. The store designs will be unique to Will Rogers World Airport. Following are the store concepts:

- The Oklahoma Marketplace will feature Oklahoma City and Oklahoma-related items including merchandise from the Oklahoma City Zoo, Kambers, the National Cowboy & Western Heritage Museum and Route 66 memorabilia
- Capital City TravelMart combines Paradies’ award-winning TravelMart brand with an Oklahoma flavor and will provide news and sundry items
- The Shops at OKC will feature a PGA TOUR section and Brighton Collectibles
- The Big 12 Conference Shop will feature officially licensed Big 12 items with particular emphasis on the University of Oklahoma and Oklahoma State University
- CNBC News combines news and sundries with the entertainment and brand value of CNBC

CA One Services operates more than 300 foodservice and retail facilities in more than 25 airports throughout the United States. Their food and concession plan will combine nationally

branded restaurants with CA One's own branded concepts. In addition, CA One and Sonic Industries, Inc. of Oklahoma City are in final negotiations of an agreement that would make Will Rogers World Airport the first airport in the nation to have a Sonic restaurant. Other restaurant concepts include:

- TJ Cinnamons
- Sbarro
- Schlotsky's
- Jakes Coffehouse
- An open-display grill featuring freshly, prepared-to-order items

The majority of the concessions will be located beyond the security checkpoint in the new west and center concourses.

"We think these locations are ideal," says Trent. "Passengers want to get through the security checkpoint, find their gate and check on their flight before they think about shopping and eating."

Pricing will also be revamped. Most products will be priced no more than 10% higher than comparable items in the metro area, referred to as "street-pricing". For unique or one-of-a-kind items, the concessionaires will implement "value-pricing", meaning that the price of the item is commensurate with the value of the product.

Both the food and beverage and retail outlets will come on board in conjunction with the construction phasing. All outlets should be operational by the completion of the expansion project in mid-to-late 2005.



FOR IMMEDIATE RELEASE

THE PARADIES SHOPS TO OPEN RETAIL AT WILL ROGERS WORLD AIRPORT

Atlanta, GA April 17, 2003:

The Paradies Shops, an Atlanta-based chain of airport retail shops, announces the award of a contract for the operation of new retail shops at Will Rogers World Airport. The Paradies Shops will partner with local retailer, Janet Kamber Price, an owner of Kamber's – a specialty luggage and gift retailer. Among the retail concepts to be offered will be *CNBC News*, which will combine the ultimate in convenience and news items, along with the appealing entertainment and brand value of CNBC, the leading global brand for business news and analysis. The *Capital City Travelmart* which is "all about convenience" and features Press Express, a self-serve fixture which allows the customer to grab a newspaper to go. *Oklahoma Marketplace* features Oklahoma related gifts and specialty items from local companies, including Kamber's, Oklahoma City Zoo, and the Western Heritage and Cowboy Museum. *The Shops @ OKC* feature well-known national brands including PGA TOUR and Brighton Collectibles. *The Big 12 Conference Shop* will offer the traveling fans an opportunity to purchase officially licensed items from their favorite schools within this conference, with particular emphasis on Oklahoma and Oklahoma State University.



"We are very pleased to be a part of the Will Rogers World Airport family," said Gregg Paradies, Chief Operating Officer of The Paradies Shops. "We have an exceptional partner in Janet Kamber Price, and we look forward to bringing her expertise to the airport environment," he stated. "The Kamber family has been in business in Oklahoma City for over 75 years and has consistently given our customers value, quality merchandise, and great customer service," stated Janet Kamber Price. "You can be assured that we, along with The Paradies Shops, will produce new exciting airport retail. It will make all the citizens of Oklahoma City and its visitors very proud," Price said.