



PRESS RELEASE

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“SAVE THE GULF” T-SHIRTS FROM THE PARADIES SHOPS AVAILABLE AT SOUTHWEST FLORIDA INTERNATIONAL AIRPORT

FORT MYERS, Fla. (July 15, 2010) – The Paradies Shops, which operates all the retail shops at Southwest Florida International Airport, has teamed up with the National Fish and Wildlife Foundation (NFWF) to sell a specially designed T-shirt in a campaign called “Save the Gulf.” Southwest Florida International Airport is encouraging travelers and visitors to support this effort and has “Save the Gulf” T-shirts for sale in airport retail shops in the main terminal and in each concourse.

All net proceeds generated through the “Save the Gulf” campaign will be donated from The Paradies Shops to NFWF and will be used for conservation, cleanup and restoration projects along the Gulf of Mexico to save wildlife affected by the Deepwater Horizon oil spill.

“We are proud to be one of the airports participating in The Paradies Shops and National Fish and Wildlife Foundation campaign, as we value our beautiful beaches, wildlife and pristine environment on the Gulf and what it means to our region,” said Robert M. Ball, A.A.E., executive director of the Lee County Port Authority. “The Paradies Shops is an important partner to Southwest Florida International Airport and we applaud their conscientious efforts to assist in cleanup and restoration efforts in the Gulf region.”

“The Paradies Shops knows the recent disaster in the Gulf has already affected the lives of millions, and will have an impact on coastlines and wildlife that will be felt for years to come,” said Gregg Paradies, president and chief executive officer of The Paradies Shops. “NFWF is an outstanding and reputable organization and we appreciate the opportunity to contribute in this way.”

The Paradies Shops was established in 1960 and is one of the largest airport retailers and was named Best Airport Retailer for the past 15 consecutive years by Airport Revenue News. A family-owned business, The Paradies Shops operates more than 500 stores in more than 70 markets across the U.S. and Canada.

Southwest Florida International Airport served more than 7.4 million passengers in 2009 and is one of the top 50 U.S. airports for passenger traffic. No ad valorem (property) taxes are used for airport operation or construction. For more information, log onto www.flylcpa.com.