



MEDIA ADVISORY

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FOR IMMEDIATE RELEASE

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MEDIA ADVISORY:
**SOUTHWEST FLORIDA INTERNATIONAL AIRPORT
RECEIVES AWARD FOR AIRPORT CONCESSIONS**

The Lee County Port Authority was presented with an award from Airport Revenue News (ARN) which annually recognizes excellence in the airport concessions industry. Southwest Florida International Airport was selected as first place winner in the category of *Best Concessions Program Design* in the 2008 ARN Best Concessions Awards.

This is the second time Southwest Florida International Airport has received awards from ARN. The airport received three awards in the 2007 Best Concessions Awards for *Best Concessions Program Design*, *Best Concessions Management Team* and *Best Overall Concession Program* in our airport category.

Airport concessions are an important source of revenue for Southwest Florida International Airport since it does not utilize any ad valorem (local property) tax dollars for the operation or expansion of the airport and relies on rents and fees from the businesses that operate at the airport for its operational revenue.

See the below news release written by ARN announcing their 2008 Best Concessions Award recipients.

MARCH 25, 2008

Airport Revenue News (ARN) Announces Winners of 2008 Best Concessions Awards

PAULINE ARMBRUST

March 10, 2008

Airport Revenue News (ARN) announced the 2008 winners of its prestigious annual Best Concessions Awards at the annual Airport Revenue Conference & Exhibition, held this year in Dallas, Texas. The ceremony took place at the Glass Cactus nightclub at the Gaylord Texan Resort to recognize excellence in the airport concessions industry. The awards and ceremony were the culmination of three successful days of exhibiting, networking and learning at ARN's Airport Revenue Conference & Exhibition. For the 13th year in a row, the results, to be published in the April issue of ARN as well as on the ARN Web site, reflect the industry's choice for the best concession programs and the best concessionaires of the year in U.S. airports.

"These prestigious awards reflect the best airports and concessionaires in the industry who are chosen by respected experts," says Pauline Armbrust, president and chief executive officer of the Armbrust Aviation Group. "We are proud to be the administrator of this important industry competition."

As always, this year's judges were chosen for their broad-based expertise and knowledge about concessions. The judges are separated into two groups: concessionaire judges who vote for nominees in airport program categories and airport judges who vote for store and restaurant nominees in concessionaire categories. The nominees were chosen in an earlier process by readers for their

noticeably high standards of excellence in a variety of categories.

Below are the 2008 winners of ARN's Best Concessions Awards.

ARN is a monthly trade publication covering all concession, revenue-generating and cost-containment issues of the airport industry. The publication is the foremost news and information resource for airport executives, concessionaires, consultants and others involved in the aviation industry

For more information about the poll, call Pauline Armbrust at 561.355.8488, Ext. 101, or e-mail: pauline@airportrevenue.com. Additionally, link to the ARN Web site at www.airportrevenue.com.

Winners of ARN's 2008 Best Airport Concessions Awards

AIRPORTS

Large Airport Division

Seattle-Tacoma International Airport with the Best Concessions Program Design

Orlando International Airport with the Best Customer Service

Orlando International Airport with the Best Concessions Management Team

McCarran Las Vegas International Airport with the Most Unique Services

Dallas/Ft. Worth International Airport with the Best Overall Concessions Program

Medium Airport Division

Ronald Reagan Washington National Airport with the Best Concessions Program Design

Portland International Airport with the Best Customer Service

Ronald Reagan Washington National Airport with the Best Concessions Management Team

Pittsburgh International Airport with the Most Unique Services

Chicago Midway Airport with the Best Overall Concessions Program

Small Airport Division

Southwest Florida International Airport with the Best Concessions Program Design

Palm Beach International Airport with the Best Customer Service

San Antonio International Airport with the Best Concessions Management Team

San Antonio International Airport with the Most Unique Services

San Antonio International Airport with the Best Overall Concessions Program

Single Terminal Division

Newark International - Terminal C Terminal with the Best Concessions Program Design

Dallas/Ft. Worth International – Terminal D Terminal with the Best Customer Service

John F. Kennedy - Terminal 1 Terminal with the Best Concessions Management Team

Dallas/Ft. Worth International – Terminal D Terminal with the Most Unique Services

Dallas/Ft. Worth International – Terminal D Terminal with the Best Overall Concessions Program

CONCESSIONAIRES

LARGE RETAILER DIVISION

The Hudson Group Best New Specialty Retail Concept (for Life is good), Best Retail Store Design (for Hudson News at BWI)

The Paradies Shops Best Specialty Brand Operator (for Brooks Brothers), Best News & Gift Operator, Retailer with the Highest Regard for Customer Service and Best Overall Airport Retailer

Famous Famiglia Food Operator with Highest Regard for Customer Service

HMSHost Best New Food & Beverage Concept (for Phillips Seafood), Best Restaurant Design (for Phillips Seafood), Best Food & Beverage Brand Operator (for Anthony's Seafood) and Best Overall Food & Beverage Operator

SMALL RETAILER DIVISION

La Bodega Winery at DFW Best Retail Store Design

butter LONDON Best New Specialty Retail Concept

Borders Group Retailer with the Highest Regard for Customer Service, Best Retail Specialty Brand Operator

Stellar Partners Best News & Gift Operator

Airport Wireless *Best Overall Retailer, Best DBE Operator*

Vino Volo *Best New Food & Beverage Concept, Best Airport Restaurant Design and Food Operator with Highest Regard for Customer Service*

Legal Sea Foods *Best Food & Beverage Brand Operator and Best Overall Food & Beverage Operator*

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