



Media Release

Edmonton International Airport unwraps new gifts in time for the holidays!

New retail and parking offerings join the EIA Team

- Available in 2009!
 - New Priority Valet parking offers a suite of executive class services for airport parking
 - New discount parking lots will provide great value to holiday travellers
 - Serenity Now Massage offers a calming respite from the hurly-burly of holiday travel
 - Passengers in the US Departures Lounge have more shopping and dining choices than ever before with recent additions
- Coming in 2010!
 - New retail operator will offer greater choice and value for EIA customers
 - Three of nine existing retail stores to be completely renovated; two new blended food/beverage/retail stores and a new combined Tech on the Go/Newsstand location

December 7, 2009 (Edmonton, Alta.) – Edmonton International Airport (EIA) has been Canada's fastest-growing major airport for the past three years. To keep pace, EIA's food, beverage and retail offerings have more than doubled in the past two years and we're pleased to announce more new services in time for the holiday travel season.

The changing face of retail at EIA will be ushered in this month when Hudson Group joins the EIA Team. One of North America's largest airport-based news and specialty retailers, Hudson Group will assume operations of nine retail outlets at EIA on December 14. Three of the nine existing outlets will be completely renovated and two new Euro Cafe concepts paired with Hudson News newsstands will come on stream by spring 2010. In addition to the existing outlets, a new Tech

on the Go store with a Hudson News component will be added to the retail offering by spring 2010.

"We are delighted to bring the Hudson News, Euro Cafe and Tech on the Go brands to Edmonton International Airport's outstanding operation," says Joseph DiDomizio, President and CEO of Hudson Group. "Hudson Group operates in 70-plus airports across North America because our company is founded on a tradition of operating excellence and customer service. We are looking forward to bringing Hudson's best to the travellers and employees of EIA."

"We're pleased to welcome Hudson Group to the EIA Team," says Reg Milley, EIA's President and CEO. "Their expertise will complement the ongoing development of our retail offerings, which will grow further still once the new combined office and control tower is completed as part of EIA's \$1-billion Expansion 2012 airport expansion program."

Also joining the EIA Team is a new valet operator: Priority Valet & Concierge. Passengers in a hurry looking for convenient first-class parking can simply drive up to the Priority Valet stand on the departures level. An attendant will then quickly register the passenger's car and whisk it away to a special parking area. When the passenger returns, Priority Valet will have their vehicle at the curb, warm and ready to go.

Priority Valet is also pleased to provide a full range of concierge services. It's like having a butler for your car! These services include:

- Free coat check
- Complimentary newspaper
- Oil, lube and filter, and fuel fill up
- Touchless carwash and auto detailing
- Picking up food and groceries
- Drop off or pick up drycleaning

In addition, passengers can take advantage of the following offerings:

- Providing more convenient parking, EIA's discount lot will open on December 9 with rates of \$7/day and \$35/week.
- In the US passenger lounge, customers can dine at the recently opened full-service Molson Pub and purchase foreign currency from a new Travelex location. Passengers looking for that perfect stocking stuffer should check out the US passenger lounge's Indigo bookstore

carts, which have an assortment of books, calendars, journals, pens, pencils and magnets. EIA's various Duty Free locations likewise have a great selection of last-minute gift ideas.

- After shopping and dining, kick back at Serenity Now Massage & Wellness which is now open in the domestic passenger lounge across from Gate 49. Serenity Now offers massage for head, neck, shoulders, back, hands and feet. The new service is a great way to relax while waiting for your flight.

To ensure that customers have enough time to check out the latest additions to EIA's food, beverage and retail family – and to ensure they catch their flights on time – we encourage them to check out our seasonal travel tips on www.flyeia.com under the "Travel Advisories" header. On behalf of everyone at EIA, here's wishing you a festive and safe holiday season.

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