



With eight new stores covering 2,480 square meters

ALDEASA MAKES A BET FOR THE NEW TERMINAL AT BARCELONA AIRPORT

The company has changed the image and design of its stores to match the architecture and color palette of the new T1

Barcelona, 18 June 2009.- Aldeasa, the leading airport retail operator in the world, has just opened eight new stores in the new Terminal T1 of the Airport of Barcelona that started its operations yesterday. The new stores, in which Aldeasa has invested EUR 4 million, cover an area of 2,480 square meters in Aena's shopping space ("Las Tiendas del Aeropuerto") in both the arrivals and departures areas.

The design of the stores, where top-class world brands are on offer, has meant a change of image for Aldeasa, as the design follows the architecture and color palette of the new terminal, having used the black and white combination for both the furniture and elements of the stores. The final result is a retail space that holds one of the widest, newest and most competitive selection of items to be found in any of the airports where Aldeasa is present.

With the purpose of catering for the diverse needs of consumers, Aldeasa has developed a new shopping concept based on an integral, comfortable and swift service, an excellent variety of products, and extremely high quality standards. The latest technologies have also been used to keep customers informed of what goes on at the store: specific offers and promotions, open cashiers, and fast cashiers exclusive to arriving passengers. To do so, a large screen has been installed as a Video Wall at the promotional area, as well as fixed and mobile plasma screens around strategic spots in the stores and the exit cashiers.

A new feature is the shop **Thinking Barcelona**, a space that sells local produce and souvenirs by Catalan designers, whose setting is reminiscent of Gaudí's works.

In addition, Aldeasa will operate four duty-free stores (2 stores **The Shop** and 2 stores **The Express Shop**), where it will offer consumers the best perfume brands, including Lancôme, Clinique, Chanel, Christian Dior, as well as delicatessen and alcohol brands, including Lindt, Godiva, Toblerone, Johnnie Walker, Chivas, Glenfiddich and Macallan. Here there is also room for the most typical regional produce, including Torres, Penedes, Alella and Priorato wines, as well as cavas, such as Codorníu and traditional Catalan cold cuts and sweets.

Lastly, Aldeasa's offer at T1 also includes a men's fashion shop (**Men's Fashion**) that stocks brands of the likes of Lacoste, Hugo Boss, Calvin Klein Jeans, Gant, and Timberland; a faux jewelry and gifts store (**Gift & Jewelry**) selling faux jewelry and gifts signed by such international brands as Swarovsky, Folli Follie and Majorica; and a **Tous** watches and accessories store, where travelers will find items designed by this prestigious Catalan firm, alongside Longines, Tag Heuer, Baume&Mercier, Ck and Tissot watches.



For Pedro Castro, Director of National Operations of Aldeasa, the company "*had an unavoidable commitment with and one of logical responsibility towards the new T1*". "*Being world leaders in the airport retail business requires that we are always in the vanguard of design and customer service. On the other hand, Barcelona is also the capital of design and one of Aldeasa's most important markets, where we have been present for very long. We wanted to live up to the challenge and I think we have made it,*" added Castro.

This initiative will help create 100 new jobs. Aldeasa has counted on the participation of the Employment agency of Catalonia (SOC, Servei d'Ocupació de Catalunya) and of the town councils of Gava, Sant Boi de Llobregat, El Prat de Llobregat, Viladecans and Castelldefels for the selection process. All parties have actively collaborated throughout the entire selection, training and engagement process especially focusing on the unemployed people living in the area of influence of the airport.

Aldeasa has carried on business at the airport of El Prat since 1977. It was then that it opened a store covering approximately 600 square meters, becoming increasingly visible at the airport since then. Aldeasa currently operates 23 stores covering a total of 5,450 square meters, where a total of 270 people work. Barcelona is the second largest airport within Aldeasa's entire network in turnover terms.

Aldeasa is also present at the airports of Girona and Reus, where 48 people work.

In addition, the logistics system for the 20 countries in which the company operates is found at the Logistics Activities Zone (ZAL) in Barcelona.

Note to the editor:

ALDEASA is one of the leading airport retail operators in the world. It has a wide retail portfolio in both Spanish and international airports, as well as in historic and cultural sites.

Aldeasa is part of the Autogrill Group, the leading operator of food and beverage and retail services for travelers. With the acquisition of Aldeasa, World Duty Free and Alpha Group, Autogrill started an integration process of its retail operations in order to develop synergies through efficiency initiatives across the Group. As a result of this process, Aldeasa has progressively taken over the Alpha Retail International activities.

Aldeasa has focused on international expansion since 1994 and is active in 20 countries, operating 258 stores. The integration process of Alpha Retail International, a business unit with operations in 5 countries, reinforces its market positioning in America and Asia, and consolidates the Group as the leading airport retail operator on both continents.

For further information:

Comco

Juan Carlos Bolland

jcbolland@comco.es

Susana Ruiz

+34 91 436 18 00

sruiz@comco.es