

NEWS



DALLAS FORT WORTH INTERNATIONAL AIRPORT
PUBLIC AFFAIRS DEPARTMENT

VICE PRESIDENT PUBLIC AFFAIRS: KEN CAPPS 972-973-5555

KCAPPS@DFWAIROPRT.COM

FOR IMMEDIATE RELEASE
November 13, 2007

First Of Its Kind ‘Traveler TechFest’ Takes Off At DFW International Airport

Product demonstrations, kiosks and shops to enhance holiday travel; Win a Panasonic Toughbook laptop or power up for free

(DFW INTERNATIONAL AIRPORT – November 13, 2007) – Technology flies forward at DFW International Airport with the debut of Traveler TechFest, enhancing the experience of passengers during the holiday travel season. The TechFest event kicks off today and will continue through December with product demonstrations, displays, prizes and giveaways from such well-known names as Samsung, Apple, Sony and Motorola. The two-month event is part of DFW’s drive to demonstrate it is one of the most techno-friendly airports in the world for road warriors as well as traveling families. Travelers can preview all the TechFest activities at www.dfwairport.com/techfest.

“This innovative event for passengers emphasizes the value DFW places on the passenger experience during their time in our Airport,” said Jeff Fegan, CEO at DFW. “Providing for the needs of our passengers is part of our Airport culture and that of our concessionaires. We demand the best for our travelers and this new concept to highlight our many technology amenities is bound to grow in future years.”

DFW recently added two new power and Internet installations from Clear Channel to the comprehensive list of amenities at the Airport, complementing the existing options that include eight Samsung Mobile Travel Centers, one free Samsung Power Station and six Internet-power-recharge Powerport stations offered by Power Station.

Passengers will have the unique opportunity to see product demonstrations at retail outlets including Brookstone in International Terminal D, the Verizon Wireless kiosk in Terminal C as well as Airport Wireless shops in Terminals A and C.

“Over the past two years, the Airport has moved mountains to create the most passenger-friendly Airport in the world,” said Ken Buchanan, executive vice president of revenue management for DFW. “From our new International Terminal D and Skylink to the Samsung Mobile Travel Centers and Clear Channel Charging stations, DFW has set itself apart from other airports in identifying and fulfilling passenger needs. We

NEWS



DALLAS FORT WORTH INTERNATIONAL AIRPORT
PUBLIC AFFAIRS DEPARTMENT

-Page 2 of 5-

bring in new concepts on a regular basis to test them out. Our Traveler TechFest event provides the ideal venue to show our passengers what DFW has to offer.”

Companies participating in the Traveler TechFest include T-Mobile USA, Brookstone, Clear Channel, Verizon Wireless, Samsung, Power Station LLC, Rosetta Stone, InMotion, Neat Receipts, Airport Wireless, Shop24, and ZoomSystems, now selling the iPod Touch from Apple in some of its Zoom automated vending machines in the Airport.

During the course of Traveler TechFest, T-Mobile USA is providing 500 complimentary T-Mobile HotSpot Wi-Fi DayPasses that travelers can use to connect in the more than seven million square feet that make up DFW. Verizon Wireless plans to have giveaways for a Panasonic Toughbook, a Blackberry 8830 World Edition, a wireless headset and a \$100 Verizon Wireless gift card. In addition, DFW’s Ambassadors will distribute 6,000 Samsung egrips® appliqués that adhere to the backs of cell phones, providing a non-slip surface to the phone.

T-MOBILE USA delivers fast, reliable wireless connectivity to customers across the nation. “Air travelers have come to expect fast and reliable wireless Internet access as one of the amenities offered by airports and their carriers. One of the successes of T-Mobile HotSpot service can be attributed to being in many of the places where people want to connect with family and friends,” said Joe Sims, vice president and general manager, broadband products and services, T-Mobile USA. “By partnering with DFW Airport, we are providing customers with an enhanced experience throughout the airport, as they travel during this busy holiday season.”

NEAT RECEIPTS helps consumers organize receipts, business cards and travel with scanning and software solutions that help organize paper and simplify life. “DFW Airport gives us an opportunity to present our product to a technology-savvy consumer in a technology-friendly environment,” said Rafi Spero, founder and COO of NEAT Receipts. “We hear a lot of positive feedback from our sales associates about the educated consumers traveling through Dallas-Fort Worth, and it has been a successful sales channel for NEAT Receipts. We hope to continue our success there for years to come.”

BROOKSTONE is known for innovative and unique products for home and travel,

NEWS



DALLAS FORT WORTH INTERNATIONAL AIRPORT
PUBLIC AFFAIRS DEPARTMENT

-Page 3 of 5-

Brookstone has become one of the most recognizable specialty retail chains in airports, operating more than 50 stores in some of the nation's busiest airline terminals. "At Brookstone, we're pleased to be able to offer busy travelers at DFW the latest in high-tech gear and lifestyle products to make their trips enjoyable, comfortable and productive," said Brookstone CEO Lou Mancini. "Our two stores at DFW generate steady revenue throughout the year and allow us to expand our business to customers who fly in, out of and through this vibrant, world-class and technologically advanced airport."

ZOOMSystems develops automated retail outlets place iconic brands directly in the path of consumers, now featuring the Apple iPod Touch. "ZoomSystems has 14 automated stores in DFW, featuring leading brands such as Apple iPod, Sony personal electronics, Proactiv skincare and Elizabeth Arden beauty," Gower Smith, Founder & CEO, ZoomSystems. "DFW is a cornerstone airport that has fully embraced automated retail as a new channel to provide their travelers with the products and services they need and want. The DFW team has been an innovative and great partner, providing us with highly visible locations. Our stores have been well received by the DFW travelers and we look forward to a successful, long-term partnership."

SAMSUNG markets a broad range of award-winning, advanced digital consumer electronics and home appliance products. At DFW, Samsung sponsors free power and comfort locations that rival an airline club at the gate, and new kiosks and displays that engage and inform passengers. "Samsung values its partnership with DFW Airport for providing us with an opportunity to reach our target audiences while they are traveling for work and play," said Pete Skarzynski, SVP Samsung Telecommunications America.

GRAND HYATT DFW debuted iTaste, its iPod-guided chocolate, cheese and wine tours in September, and they have quickly become the hotel's hottest commodities. "iTaste has been an outstanding addition to the Grand Hyatt hotel's offerings," said Michael Stephens, General Manager of the Grand Hyatt DFW. "With an iPod and headset, passengers can now experience a wine tasting at their own speed and enjoyment."

SHOP24 is an automated retail solution 24hrs/365 days a year for needy customers globally. "To meet the expanding demands of today's consumer, Shop24's goal is to produce a retail solution for a convenient shopping experience for customers, 24 hours

NEWS



DALLAS FORT WORTH INTERNATIONAL AIRPORT
PUBLIC AFFAIRS DEPARTMENT

-Page 4 of 5-

a day, 365 days a year, bringing 'one-stop shopping' to DFW Airport passengers and staff," Bob Carmichael, CEO/President, Shop24. "With our automated convenience store, we are able to offer a wide variety of 170 different products to meet the travel consumer's needs. This is one more technically innovative concept DFW has implemented in its continued efforts to provide excellent customer service – 24/7."

POWER STATION is a leading solution provider of Internet connectivity business services. Transforming the way business and entertainment services are delivered to those who are away from home and office who need walk up internet access, secure wireless connectivity, upload/download files, check email or download music, movies and audio books, rent a laptop, print files, or charge electronic devices such as cell phones, PDA's and computers. New kiosk locations in every terminal offer laptops, Wi-Fi and power right at the gate. "DFW is acutely aware of the positive impacts technology can bring to customer service", said Matt Buscher, President and CEO of Power Station LLC. "Our automated business/media download stations are the most technologically advanced kiosks in airports today. DFW management had the vision and foresight to place our Powerport stations in key locations throughout the airport in order to provide the services business and leisure customers expect. We are glad to be part of their first ever Traveler TechFest and look forward to servicing the needs of DFW customers for years to come."

-Page 5 of 5-

By the Numbers:

- In excess of 2,100 power outlets at DFW available to customers
- 7 million square feet covered by Wi-Fi network
- 18,000 acres covered by the distributed antenna system
- 2 Wi-Fi services available
- 6 Powerport laptop rental, charge and recharge kiosks
- 31 Tech Shops
 - 14 automated shops, Zoomsystems
 - 1 automated convenience stores, Shop24
- 50 Neptune Network Internet Kiosks
- 2 free power and internet charging stations, Clear Channel
- 7 kiosks unattended displays, Samsung
- 1 attended kiosk, Verizon Wireless
- 8 Samsung Mobile Travel Centers
- 9 airline clubs, American Airlines,
- 1 passenger club, The Club at DFW
- 3 iTaste – iPod guided tours offered at the Grand Hyatt DFW

About DFW International Airport

Located halfway between the cities of Dallas and Fort Worth, Texas, DFW International Airport is the world's third busiest, offering nearly 1,900 flights per day and serving 60 million passengers a year. Ranked "Highest in Customer Satisfaction for Large Airports" in North America by J.D. Power and Associates, and named as 2006's "Best Airport for Customer Service in the Americas" by an Airports Council International survey of passengers, DFW International Airport provides non-stop service to 135 domestic and 38 international destinations worldwide. DFW International Airport contributes 305,000 jobs, \$7.6 billion in payroll and \$16.6 billion in economic activity every year for North Texas, according to the Texas Department of Transportation's 2005 aviation economic impact study. For the latest news, real-time flight information, parking availability or further details regarding the many services provided at DFW International Airport, log on to www.dfwairport.com.

For J.D. Power and Associates Award information, visit www.jdpower.com.

###