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IMMEDIATE RELEASE

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**DFW AIRPORT'S TERMINAL C KIOSK IS FIRST IN
COUNTRY TO SELL DIRECT TO AIR TRAVELERS, MORE
BUSINESS ON THE HORIZON**

DFW INTERNATIONAL AIRPORT, Texas (August 6, 2003) — In an unprecedented move in the airport concessions business, the world's third busiest Airport is hooking up Dell to offer travelers an opportunity to go online to purchase computers and other products directly from the company and shipped directly to their homes and offices.

DFW is working with Round Rock-based Dell on the high-tech kiosk in Terminal C. Now, travelers can tap on keyboards and try out products as they await their flights, and order directly from the manufacturer before they take-off. And DFW is working with Airport Access, Inc. a marketing services company, to extend the advertising display concept to other companies across four terminals.

"It is indeed great for our Texas airport to work with a great Texas company on a venture that indeed has global reach," says Pat Gleason, vice president of revenue and concessions at DFW. "There is no better way for companies to reach millions of business decision makers than at airports and DFW is one of the best airports for producing results."

Dell is the first company to sign up for this innovative airport program, which combines brand awareness and customer interaction with direct sales.

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"This concept gives a company or manufacturer substantial added value to be able to display and sell at a kiosk which has a significantly lower capital investment, no inventory on site and lower operating costs than a full service store," says Walter Ainsworth, president of Airport Access, Inc. "Yet a customer can still have the experience of actually seeing and interacting with the product before buying it."

DFW's passenger demographic profile is another strong reason the Airport is aggressively pursuing this concept. DFW has a captive audience of affluent business decision-makers, two-thirds of whom are between the ages of 25 - 49, the most attractive demographic, with more than half packing household incomes of \$70,000 or more.

The Airport sees this new concept producing another "non-aviation" sales stream that will help DFW boost revenue and keep costs low for tenant airlines. DFW has one of the strongest airport concession programs in the country, setting new records post September 11 for sales. That revenue goes directly to DFW's bottom line.

"Without a doubt, this experiment with Dell has proven this innovative concept has the sophistication to attract companies that would have never considered us as potential outlets for their products," says Gleason. "It's an idea whose time has come, and the passengers love it. We look forward to expanding the program across multiple brands in the coming months."

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About DFW Airport:

Located halfway between the cities of Dallas and Fort Worth, Texas, DFW International Airport is the world's third busiest, offering nearly 2,000 flights per day and serving 53 million passengers a year. DFW International Airport provides non-stop service to 132 domestic and 30 international destinations worldwide.

About Airport Access:

Airport Access is a 7-year-old marketing services firm that provides consulting and operational planning services for companies interested in doing business in Airports. Inquiries can be made directly to Mr. Ainsworth at 972 432 0322 or walter@airport-access.com.

Editor's Notes:

This release, and past news releases issued by DFW International Airport, are available online at www.dfwairport.com in the "MediaSite" section.

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. To arrange interviews contact DFW Public Affairs at 972 574 NEWS (6397) or Ken Capps, APR, Vice President Public Affairs, kcapps@dfwairport.com

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