

FOR IMMEDIATE RELEASE DFW INTERNATIONAL AIRPORT
LAUNCHES MAJOR HOLIDAY TRAVEL
INITIATIVE

3:00 p.m., CDT

November 15, 2001

World's third-busiest airport focuses on security rules, mobilizes volunteers and introduces innovative passenger comforts and conveniences

DFW INTERNATIONAL AIRPORT, Texas — DFW Airport today launched the largest holiday travel initiative in its history to verse travelers on new security measures and respond to the needs of thousands of visitors coming to the Airport for the first time since the terrorist attacks.

The Airport is mobilizing more than 200 volunteers to assist passengers traveling during the busy Thanksgiving travel week. The holiday initiative also includes offering discount parking to those meeting flights, presenting diverse groups of local entertainers across four terminals, and working with Airport concessionaires to cater to travelers in ticketing and screening areas.

And the Airport's web site --- www.dfwairport.com --- will offer real-time flight information, latest parking availability and a "Holiday Resource" guide. The latter includes everything from DFW's enhanced security rules, which exceed FAA mandates, and a link to the FAA's "banned item list" for airplane carry-ons.

New amenities will greet visitors as they arrive in the Airport's four terminals. For instance, complimentary cellular phones, coffee and doughnut services, and even free stress-toys will be available Tuesday and Wednesday, November 20-21. The Airport also is providing 20 rocking chairs for fatigued fliers to sit in, relax and recharge. And Airport concessionaires will offer a coupon worth 10 percent off merchandise, food and gifts through January 15.

FAA Administrator Jane Garvey complimented the Airport's holiday initiative last week at a Holiday Travel meeting of top airline and airport executives in Washington D.C.

"We are cautiously optimistic that the traveling public will continue to return to the skies, especially over the holidays to visit friends and family," said DFW Airport CEO Jeffrey Fegan. "And at a time in our nation's history where Airports are on the front lines of the homeland war against terrorism, we're listening to what our guests want and need to help them feel safe, secure and comfortable. We're looking at their concerns on every front,

communicating the new security rules and what to expect at the Airport."

Many of the initiatives began in the hours following the terrorist attacks of September 11, when hundreds of airplanes and thousands of travelers were grounded at DFW Airport. The Airport adopted a "whatever it takes" business philosophy to assure travelers received everything from fresh water to the latest information about flight resumption. The Airport is continuing to mobilize employees, vendors and concessionaires to improve security and enhance travelers' conveniences.

"If there is something positive that came out of those dark hours of September 11, it is the 'One Airport' philosophy of our employees, airline partners and vendors," said Kevin Cox, senior executive vice president of DFW Airport. "Every department in the Airport scrambled to accommodate our guests and not a single traveler was left stranded at DFW that day. And we're working with airports across the country to remind passengers that flying is indeed safe and everybody is working very hard on their behalf to make it even better."

Airport Security

First-time travelers since September 11 are being encouraged to visit www.dfwairport.com to learn more about new security mandates and know the new rules in effect at screening checkpoints.

Security measures in effect at DFW Airport above and beyond FAA mandates include:

- Closing more than 150 security doors available to terminal and airline employees. Several of those doors have since re-opened, but employees encounter armed officers and must pass security screening before entering secure areas.
- Closing the terminal/airline employee-only train.
- Moving electronic badge-scanning equipment to the 17 security checkpoints in all four terminals to assure all badged employees have current credentials.
- Stationing law enforcement officers at all roadway entrances to aircraft parking and service areas.
- Patrolling all terminal parking areas with K-9 units.
- Nightly collecting and disposing of all FAA-banned items discarded at security checkpoints. This was previously a function of the screening companies and the airlines.
- Revalidating all 36,500-security badges in use and completing criminal history checks on more than 4,000 airline and Airport personnel. Currently, the Airport is seeking approval from the FAA to conduct retroactive criminal history background checks on all security badge holders who received credentials prior to December 2000.

"Holiday Helpers" and Ambassadors in Action

Approximately 200 Airport Ambassadors and "Holiday Helper" staff volunteers will be deployed throughout every terminal lending a helping hand to holiday travelers. Special attention and extra staffing will be provided on Tuesday, November 20 and Wednesday, November 21, in the busiest terminal areas, including security checkpoints.

Volunteer duties will include:

- Advising passengers at security checkpoints to have tickets and identification ready, asking that all metal objects be taken out of pockets for scanning and assisting with any special needs.
- Distributing free "comfort items" such as newspapers, stress balls, toys for kids.
- Assisting guests in ticket lines at airline reservation desks and in the baggage claim areas.
- Providing directions, answering questions and referring guests to appropriate airline personnel as needed.

Holiday Helpers can be spotted in special t-shirts with the DFW Logo on front and patriotic "Holiday Helper" designation on the back. Airport Ambassadors will wear their regular, recognizable uniforms: dark green jackets/vests.

Free One Hour Terminal Parking

DFW Airport will offer free one-hour parking to those picking up passengers from Tuesday, November 20 through Sunday, November 25. This offer responds to the FAA closure of the Airport's one-hour parking in the wake of September 11.

However, more than 16,000 close-in parking spaces remain available in terminal garages and 29,000 spaces are available on Airport property.

Parking and Security Brochures

As passengers arrive at the Airport, there are plenty of opportunities to obtain the latest information on parking and security at DFW. Fliers recommending the best parking options at DFW and providing updated information on Airport security will be distributed at Airport entry plazas from Tuesday, November 21 - Sunday, November 25. DFW's shuttle parkers also will receive information on new security measures at the same time. In addition, DFW passengers that rented a car at the Airport will be provided security information on their return trip to DFW on Saturday, November 24, and Sunday, November 25.

LIVE AT DFW - Airport Entertainment

In an effort to provide guests with a more pleasant, less stressful travel environment, DFW Airport will present Live at DFW, a regularly scheduled music program featuring culturally diverse artists and acts, 10 am -10 pm, on Tuesday, November 20, and Wednesday, November 21. The program includes a variety of North Texas entertainers and groups from churches and schools who are donating their time.

Professional musicians will also be strolling the terminals to entertain guests with the latest tunes from country to Latin jazz. In a partnering arrangement, the Airport and DFW Professional Musicians Association are splitting the musicians' fees.

Airport Guest Giveaways

Passengers can take advantage of many free items found throughout the Airport on the public side of the terminals such as...

- Cellular phone services provided by Cingular
- Stress Balls with DFW logo
- Slinkys for the kids
- Pepsi Taste Test
- Fort Worth Star-Telegram and Dallas Morning News papers

New Guest Amenities

New, expanded guest services will be available on the public side of the terminals.

- Seattle's Best Coffee (coffee, cider and light snacks)
- Krispy Kreme Donuts
- Jet Cuts -- providing chair massage and shoeshine service

Airport Rockers

The new DFW Airport Rocker program will be introduced for the enjoyment and comfort of DFW Airport guests. Twenty new rockers will be located at Terminal B near Gate 21. The Carolina-style rocker is featured at airports such as Charlotte, Boston, New York- Kennedy and Philadelphia. A special tag will hang from the chair describing the craftsmanship of the rocker, and include information about DFW Airport.

Discount Coupons from Concessionaires

Airport concessionaires will be offering 10 percent discounts on merchandise, food and gifts from November 15 through January 15, 2002. Volunteers will be distributing 60,000 special "Holiday Helper" coupons during the travel season. More than 140 Airport concessionaires will be participating.

Holiday Travel Help- Courtesy Patrol Program

Customer assistance vehicles staffed with Airport personnel are on hand in DFW parking areas to assist customers with the following:

- Locate lost cars
- Assist with dead batteries
- Provide directions around the Airport
- General Airport information

The Courtesy Patrol vehicles will be patrolling DFW parking facilities from 7:30 am to 1:00 am everyday to assist passengers returning to DFW.

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