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## **DFW INTERNATIONAL AIRPORT REFLECTS CHANGE AND INTERNATIONAL APPEAL WITH NEW BRANDING**

DFW International Airport unveils its new branding initiative as Capital Development Program continues to break ground

DFW INTERNATIONAL AIRPORT, Texas (August 2, 2001) — DFW International Airport unveiled its new branding initiative at today's board meeting for approval by the Airport's Board of Directors. The new branding reflects the major changes at DFW Airport, as well as its international appeal, customer focus, and business-like management. Implementation will begin on September 5, 2001 with various Airport vehicles, signage and printed material.

"DFW Airport is changing dramatically to meet our guests' current and future travel needs," said Joe Lopano, executive vice president of Marketing. "Major elements of DFW's Capital Development Program will reflect these changes, such as International Terminal D with the Grand Hyatt hotel, the new Automated People Mover, and new and upgraded parking facilities."

The new brand image was tested among DFW's passengers, employees and airlines and received an overwhelming response in favor of the new design.

The new branding will reflect a world-class, international, professional image for the Airport, giving it a distinctive identity. The "airstream" in the new logo represents the sense of flight and freedom that air travel provides the traveling public.

DFW International Airport's Capital Development Program will be the largest building project in North Texas during its six-year schedule. The investment is expected to create an additional \$34 billion in economic impact for the North Texas region and generate approximately 77,000 new jobs during the next 15 years. Key elements of the \$2.6 billion expansion program include the construction of a new 23-gate International Terminal D, a bi-directional Automated People Mover system, and runway and infrastructure improvements.

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Located halfway between the cities of Dallas and Fort Worth, Texas, DFW International Airport is the world's third busiest, serving 60 million passengers a year. Offering nearly 2,300 flights daily, DFW Airport provides nonstop service to 130 domestic and 31 international destinations worldwide. For real-time flight information, parking availability or further details regarding the many services provided at Dallas/Fort Worth International Airport, log on to [www.dfwairport.com](http://www.dfwairport.com).

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