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**AIRMALL® USA Highlights Developer Model’s Role as Economic Catalyst,  
Calls Airport Group’s Most Recent Study into Question**  
*– Developer Model Consistently Generates More and Better Jobs –*

**PITTSBURGH, December 15, 2011** – [AIRMALL® USA](#), developer of the leading airport concessions model in North America, is highlighting that model’s documented success as an economic catalyst in major U.S. airports and their respective cities. For the third time in less than a year, Mark Knight, president of AIRMALL USA, is taking issue with Airport Group, the policy arm of UNITE HERE, which recently issued another review of the developer model for airport concessions.

“Time and time again this year, UNITE HERE has demonstrated a penchant for presenting a one-sided perspective on the developer model for airport concessions, and with each successive study, it becomes apparent to everyone involved that their motives are to advance their own political agenda. Such is the case with their most recently released ‘study’ on concessions workers,” Knight said. “At AIRMALL USA, we have clear-cut evidence to show that the developer approach drives up employment and can have an overall positive economic impact on its host region.”

AIRMALL USA manages and develops the retail, food and beverage concessions at Pittsburgh International Airport (PIT), Boston Logan International Airport (BOS) in Terminals B and E, Baltimore/Washington International Thurgood Marshall Airport (BWI), and Cleveland Hopkins International Airport (CLE). Founded in 1992 at Pittsburgh International Airport, the AIRMALL model has posted some of the highest per-passenger spends in North America over the past two decades and has won numerous awards for innovation and customer service.

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“Airport Group is right on one front. Airports are important economic engines for their respective geographical markets,” Knight continued. “What they fail to point out is that the developer model consistently produces significantly higher levels of employment and a broader array of business opportunities to local entrepreneurs than competing concessions models.”

Consider some of the statistics from two of AIRMALL USA’s projects:

- At **CLE**, AIRMALL USA unveiled the new AIRMALL in the summer of 2010. A two-year, multi-million dollar project, the program transformed the face of the airport while simultaneously increasing the number of employees and the number of operators. The previous concessions program employed 343 people. The new AIRMALL employs nearly 800 people, which is more than double the previous number. In addition, AIRMALL USA has nearly doubled the number of local operators or concepts participating in the Cleveland program versus its predecessor. The new concessions program has also more than tripled the Airport Concessions Disadvantaged Business Enterprise (ACDBE) participation.
- At **BWI**, the number of concessions jobs has tripled since AIRMALL assumed management of the program in 2003 – from 500 employees to nearly 1,500 employees. The jump in the number of companies that operate units is even more impressive. Prior to the introduction of the AIRMALL at BWI in 2003, 10 operators handled all concessions. Today’s AIRMALL at BWI has nearly five times as many companies that operate units within the program. Nearly half are local owner/operators, and nearly 40 percent of them are ACDBE operators.

“More jobs and better jobs are good economic news, and these numbers paint a much clearer picture of the developer model’s ability to turn the airport into an economic engine and an even more viable employer,” Knight said. “Plus, a competitive platform in our concessions model with a larger number of operators means that concessionaires are competing for employees as well. That drives up wages, too.”

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In addition to a greater demand for employees because of increased concessions sales and a more robust business climate at the airport, Knight added that many of the additional jobs generated by the developer model pay highly competitive wages and provide benefits packages. This is because a larger number of operators requires additional employees in supervisory or managerial-level roles. In terms of employee benefits, the vast array of operators at AIRMALL USA’s projects in Baltimore, Boston, Pittsburgh and Cleveland offer a variety of benefits to employees, including health, dental, optical, 401(k), vacation, and parking.

Earlier this year, AIRMALL USA received a host of accolades for exceptional design and management during the *Airport Revenue News (ARN) 2011 Revenue Conference & Exhibition*. The awards include Best Store Design, Best Restaurant Design, and Best Concessions Management Team.

For more information on AIRMALL USA, visit [www.airmallusa.com](http://www.airmallusa.com).

### **About AIRMALL® USA, Inc.**

**AIRMALL® USA, Inc.** is the developer and manager of the retail, food and beverage operations at Pittsburgh International Airport, Boston Logan International Airport (Terminals B and E), Baltimore/Washington International Thurgood Marshall Airport, and Cleveland Hopkins International Airport. The leading airport concessions model in North America, AIRMALL USA continues to post among the highest per-passenger spends on the continent and consistently receives accolades for innovation and customer service. AIRMALL USA is owned by Prospect Capital Corporation, a leading New York investment company founded in 1988. For more information on AIRMALL USA, visit [www.airmallusa.com](http://www.airmallusa.com).

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