



LOUISVILLE
REGIONAL
AIRPORT
AUTHORITY®

Contact: Trish S. Burke, (502) 363-8506

FOR IMMEDIATE RELEASE

Seven New Shops Open at Louisville International Airport

Louisville, KY (March 24, 2010)

Today, Louisville Mayor Jerry Abramson, Gregg Paradies, President and CEO of The Paradies Shops; Kevin Flanery, President of Churchill Downs Racetrack; and Phil Lynch, Chairman of the LRAA Board, celebrated the grand opening of seven new retail shops.

The new stores are operated by The Paradies Shops, the airport's news-and-gift concessionaire:



Left to right: Gregg Paradies, President/CEO of The Paradies Shops; Phil Lynch, Chairman of the LRAA Board; Mayor Jerry Abramson; and Kevin Flanery, President of Churchill Downs Racetrack

- Churchill Downs
- Louisville Slugger Shop
- Heine Brothers To Go
- *New York Times* Books and News
- CNBC News Express
- Experience Kentucky
- Finish Line News

Changes reflect local flavor

Three of the seven new stores at the airport represent well-known Louisville brands. Churchill Downs and Louisville Slugger, iconic Louisville sports brands with global recognition, launched their first off-site shops and Heine Brothers added their first carry out store.

“The addition of these new shops will allow travelers from around the world to experience some of what makes our Possibility City such a special place,” said Mayor Jerry Abramson.

Fresh Offerings

“A special thanks to our partners, whose hard work and great brands make this one of the most exciting retail programs in the company,” noted Gregg Paradies, President and CEO of The Paradies Shops.

The new stores offer merchandise not previously available at the airport. For example, the Churchill Downs store sells its local-themed merchandise and Kentucky Derby memorabilia, and shoppers can order personalized, full-size bats and purchase branded sports apparel and souvenirs at the Louisville Slugger Shop. Both stores are located in the landside rotunda.

Heine Brothers To Go, where shoppers can purchase coffee, mugs, periodicals, packaged coffee and snacks, is located in the lower level baggage claim area.

The airport’s new, upper-level, landside bookstore, *The New York Times* Books & News, carries branded merchandise and books from the newspaper’s bestseller list. Another news-and-gift outlet, Finish Line News, in the airside rotunda and has replaced Bluegrass News.

Experience Kentucky, which offers Kentucky-and Louisville-themed apparel (including local sports team-apparel), souvenirs, gifts and luggage, has replaced Explore Kentucky in the airside rotunda.

The airport also welcomed a second CNBC News store. CNBC News Express is located on Concourse A and offers books, periodicals, health-and-beauty, travel aids, eyewear, luggage, electronics and gifts.

The Paradies Shops will expand their customer service program to include a recharge station for cell phones, computers and other portable devices.

Customer Appreciation Days

Customer Appreciation Days (March 24 through 26), celebrate the new stores and thank patrons. Visitors to the airport who make a purchase from a Paradies store during that time, will receive a coupon worth \$4 off airport parking, valid until April 2. Visitors also will enjoy book signings and free tastings.

###

Louisville International Airport (SDF) www.FlyLouisville.com Bowman Field (LOU)