



NEWS RELEASE

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PEPSI IS THE OFFICIAL POUR AT CLE *Contract With Beverage Company Is the Latest In Revenue Enhancement Initiatives For The Airport*

Cleveland, January 14, 2008 – Cleveland Hopkins International Airport is pleased to announce that an agreement has been signed with PepsiAmericas to make their beverages the exclusive pour at CLE.

“We are very pleased to partner with Pepsi and offer their line of quality beverages for our passengers’ enjoyment in all restaurants and retail venues at CLE,” stated Airport Director Ricky D. Smith. “This agreement is one of the many new business development initiatives undertaken to help the airport increase non-aeronautical revenue, while providing quality service to airport users.” Under the agreement with Pepsi the airport is estimated to earn \$2 million dollars in revenue.

“We’re excited to bring the great taste of Pepsi to the thousands of travelers passing through CLE, said Kathy Krieger, Director of On-Premise Sales for PepsiAmericas. “Cleveland is a vibrant, growing market that embodies the core Pepsi elements of taste, variety and excitement. This partnership is the latest example of our commitment to serving the community.”

“We are thrilled for both PepsiAmericas and The Cleveland Airport System as it relates to this program and honored to have been an integral part of it,” stated Brad Jersey, President of Airport Marketing Inc. contractor for the airport’s marketing income programs.

“This five-year agreement supports the shared partnership vision of both the Mayor and the Airport Director as it relates to the future expansion at CLE, and we hope this will be the first of many integrated sponsorships that we bring to CLE.”