

Media Release

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NEW STORES GALORE, AND MORE IN THE PIPELINE, KEEP HUDSON BUILDERS BUSY

Hudson Group's go-go Summer 2014 travel season was made all the more stirring by a series of grand opening events held in a variety of locations over the past few weeks. The speech-making and ribbon-cutting was set against the background of a sizzling construction schedule that involves over 100 spaces – newsstands, bookstores, cafes, specialty retail stores and duty free shops – spread across some 27 airports and transit terminals.

Brad Lenz, Hudson's Senior Vice President of Design, Facilities & Store Development, says it's more than enough to keep him, five regional directors and an office administration team hopping. Notes Lenz: "We work with a diverse group of talented store design and construction professionals to create superior retail environments that attract, delight and inspire our customers. Our scope commands multi-million dollar budgets that are carefully monitored to assure maximum value for our partners."

Following are some of the highlights of the grand opening season:

- The Tattered Cover, the iconic line of Colorado bookstores, was celebrated by a large group of press and dignitaries attending the August 12 Grand Opening and Ribbon Cutting at the new Terminal A store. There are now four of the bookstores located throughout the airport, all operated by Hudson Group.
- The day featured speakers, book signings, giveaways and other activities, including an appearance by Hudson's News Hound. Mayor Michael B. Hancock's "One Book, One Denver" initiative was supported by the current author, Ingrid Law and a previous OBOD veteran, bestselling author Peter Heller. The One Book program encourages everyone in the city to focus on a single book, with book clubs and discussion groups aimed at increasing reading at all levels. Other local authors were on hand to sign their books throughout the day, thanks to Hudson's marketing team.
- The Tattered Cover Book Store began in 1971 as a small store with only 950 square feet of retail space and two employees in the Cherry Creek North district of Denver. It has grown for 40 years into one of the premier bookstores in America with three expansive locations in the greater Denver Metro area. www.tatteredcover.com
- The famed bookstore is part of an exclusive license agreement with existing airport bookseller, Hudson Booksellers, a brand of premier travel retailer Hudson Group. In addition to the construction of four Tattered Cover locations at the airport, the contract also covers five Hudson News locations.
- The tattered cover and Hudson News stores are now located in all three concourses as well as the Jeppesen terminal.
- Birmingham-Shuttlesworth Hosts Open House