



Hudson Delivers Four Iconic & Locally-Inspired Stores to The New SLC

New Store Openings Underscore Hudson's Continued Execution on its Business Strategy as Travelers Gradually Return to the Skies

East Rutherford, N.J., September 15, 2020 – [Hudson](#) (NYSE: HUD), a travel experience leader with more than 1,000 stores in airports, commuter hubs, landmarks and tourist destinations across North America, today celebrated the opening of four new stores at Salt Lake City International Airport (SLC) as part of the airport's historic redevelopment program.

Beginning today, travelers will be able to experience Hudson's new stores, one pre-security and three post-security, as they travel through the reimagined, state-of-the-art Concourse A/Terminal Plaza operated by the Salt Lake City Department of Airports (SLCDA).

Hudson's new stores coincide with the completion of the first phase of The New SLC, and were included in Hudson's eight-year contract awarded by SLC in 2018 as part of the redevelopment program. When the redevelopment program is complete, Hudson will operate 13 new stores which represents a customized portfolio of popular local brands and iconic national and international concepts. These new stores will expand Hudson's footprint by nearly 6,000 incremental square feet, solidifying the Traveler's Best Friend's unmatched travel retail excellence in the SLC market.

"The opening of the new terminal and concessions at Salt Lake City International Airport is an important event because it represents our collective efforts as an industry to rebuild stronger than ever after COVID-19," said Roger Fordyce, Chief Executive Officer of Hudson. "Together with our partners at the SLCDA, our four new stores incorporate the highest level of safety SLC travelers are looking for without sacrificing the culture, spirit and ingenuity the capital city is known for."

Each of Hudson's new stores have been retrofitted with social distancing in mind, including the presence of self-checkout at two stores, and boast an extensive selection of PPE offerings from Hudson's proprietary "Traveler's Best" product line.

In addition to health and safety products and a wide assortment of travel necessities, locals and tourists alike will delight in fan-favorite food brands Taffytown and Cox Honeyland, whose offerings are perfect for a travel snack or a taste of Utah at home. For those travelers looking to bring a little piece of the capital city home with them, Lazy One presents travelers with whimsical gift and souvenir options.



Hudson's first four store concepts at The New SLC include:

Hudson: The quintessential one-stop-shop for all travel needs, Hudson is North America's largest travel essentials and convenience brand designed with a seamless customer experience at its core. Designed and color-coded for ease of navigation, Hudson delivers the lifestyle shopping experience preferred by today's traveler. Inspired by the iconic Hudson News brand, store offerings range from books, magazines, snacks and beverages, to travel and convenience necessities, tasteful local souvenirs and electronics.

Land Speed Depot by Hudson: The need for speed comes to life within this travel convenience concept, inspired by speed enthusiasts' yearly visit to Bonneville Salt Flats in Utah to break the land speed record. With a sleek and elegant design, the store caters to the ever-evolving needs of today's passenger, providing everything the traveler wants based on four clearly-defined primary categories – Media, Essentials, Marketplace & Destination.

Central Pointe Market: Travelers familiar with Salt Lake City's Trolley Square will delight to see the iconic architecture and unique heritage brought to life within this locally-inspired travel convenience concept. Complete with self-checkout capabilities and locally-sourced gifts and confections, the store pays homage to the rich transportation history of Salt Lake City.

Salt Lake City Dufry Shopping: Travelers flying domestically will now have the opportunity to shop for an excellent assortment of cosmetics and fragrances, fashion accessories and confections, while international passengers will appreciate the high-end selection of tobacco products, wines and spirits.

About Hudson

Hudson, a Dufry Company, is a travel experience company turning the world of travel into a world of opportunity by being the Traveler's Best Friend in more than 1,000 stores in airports, commuter hubs, landmarks, and tourist locations. Our team members care for travelers as friends at our travel convenience, specialty retail, duty free and food and beverage destinations. At the intersection of travel and retail, we partner with landlords and vendors, and take innovative, commercial approaches to deliver exceptional value. To learn more about how we can make your location a travel destination, please visit us at hudsongroup.com.

For further information, please contact:

Investor/Media Contact

Cindi Buckwalter

VP of Investor Relations & Corporate Communications

investorrelations@hudsongroup.com

communications@hudsongroup.com



Hudson's New Stores at Salt Lake City International Airport in Concourse A: "Hudson", "Salt Lake City Dufrey Shopping", "Land Speed Depot by Hudson" and "Central Pointe Market"