



September 28, 2010

THE PARADIES SHOPS

Ms. Kelly Johnson, Director
Northwest Arkansas Regional Airport Authority
One Airport Blvd., Ste. #100
Bentonville, Arkansas 72712

Re: **Request for Proposal – Northwest Arkansas Regional Airport
Package 3**

Dear Ms. Johnson:

It is with great pleasure that The Paradies Shops submits its proposal for Package 3 at Northwest Arkansas Regional Airport. We are thrilled to offer a variety of concepts that showcase both a regional and national flavor, and we are confident that you will be excited with our proposal.

The Paradies Shops has consistently exceeded the expectations of its customers and business partners since 1960 and it is no coincidence that we have been selected as **Best Airport Retailer** for the past consecutive 15 years and **Retailer with the Highest Regard for Customer Service** for 14 years by *Airport Revenue News*' "Best of" Poll". This year-after-year recognition is proof that The Paradies Shops delivers as it promises and more than satisfies the travelers, directors, board members and commissioners of the airports in which we operate. We hope to have the opportunity to exceed your expectations and develop an award winning concession program for XNA as well.


We are pleased to offer the following concepts for this request for proposal:

- **Jammin' Java** – a compelling Landside stop, this quick-service version of Fayetteville's funky Jammin Java will offer freshly-made signature sandwiches, salads and beverages to travelers who may not have the time to stop and enjoy a meal at our other offerings.
- **Samuel Adams Brewhouse** – this pub-style restaurant and bar will display a wide-range of seasonal brews from this famous American Craft Brewer, along with a full menu of savory food that will satisfy any size appetite. Fresh sandwiches, salads, hearty appetizers and robust entrees. This concept communicates the presence of an esteemed tradition of award-winning craft brewing that has stood the test of time and will continue to be relevant to the quality-seeking travelers of XNA.
- **Boar's Head Express** – as they've done for over a century, Boar's Head at XNA will use only the finest ingredients in this grab-and-go market that will meet the needs of the travelers who want a hearty breakfast, quick lunch, or quality dinner. This full menu will not only include the award-winning Boar's Head meats and cheeses, but also mouth – watering salads, fresh fruit, and cold and hot beverages.
- **CNBC News Café and MarketPlace** – the globally recognized leader in business information and exclusive partner of The Paradies Shops is sure to be a destination of choice for the traveler who wants today's news...today! This one-of-a-kind location will also serve as an **Arkansas Traveler MarketPlace**, offering gifts, souvenirs and collectibles from The Natural State, as well as fresh and delicious specialties from Arkansas favorite Jammin Java.
- **CNBC News Café** – this version of CNBC News for those on the go in Concourse A will feature a wide selection of news, magazines and sundries, as well as Paradies' exclusive Read & Return and Press Express Programs. Travelers needing a quick coffee boost will also find aromatic pick-me-ups from Jammin Java.

Our design partners, Architectural Alliance, have additionally provided innovative design ideas for the "Town Square" concept, which will serve as the anchor for the new concessions. Please note that the cost to develop and build the "Town Square" is not included in our Project Capital Cost Analysis (Form D).

We hope you are as excited about our proposal as we are and look forward to reviewing each concept with you soon. As always, please feel free to call me or any member of our team if you have questions or need additional information.

With sincere appreciation,



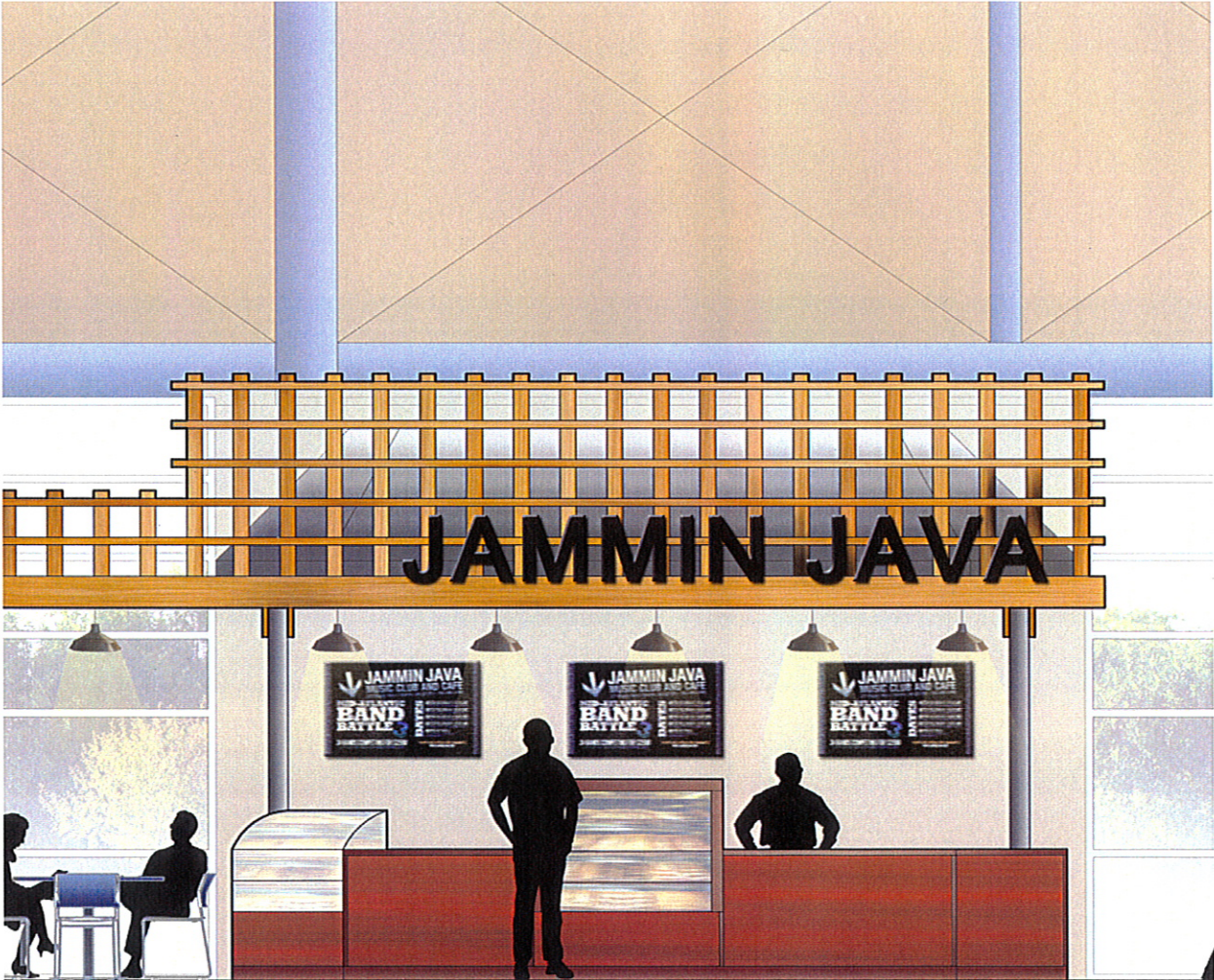
Gregg Paradies

HIGHLIGHTS

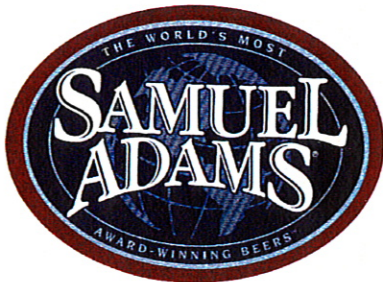
JAMMIN JAVA

Jammin' Java
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From its beginnings in the old Fayetteville Post Office in 1992, *Jammin' Java* has featured the highest quality coffee beans, beverages, smoothies, food items, and merchandise, all while striving to practice a sustainable and community based business. This engaging 267 sf Landside space will keep travelers' toes tapping and their stomachs full, with fresh signature sandwiches, salads, gourmet soups, and of course, their specialty hot, cold, and iced coffees. Visitors to this fun and funky concept will be able to grab and go with these delicious items while enjoying music from some of Arkansas' most famous (and soon to be famous) local artists.



HIGHLIGHTS



Samuel Adams Brewhouse MT.5C.A

Since 1985, Sam Adams has used traditional brewing methods and followed sound brewing fundamentals to ensure that their unique craft beers are always of the highest quality. This quality is reflected in a new All-American favorite, the **Samuel Adams Brewhouse**. This pub-style restaurant and bar will display a wide-range of seasonal brews from this famous American Craft Brewer, along with a full menu of savory food that will satisfy any size appetite, to include fresh sandwiches, salads, hearty appetizers and robust entrees. This concept communicates the presence of an esteemed tradition of award-winning craft brewing that has withstood the test of time and will continue to be relevant to the quality-seeking travelers of XNA.



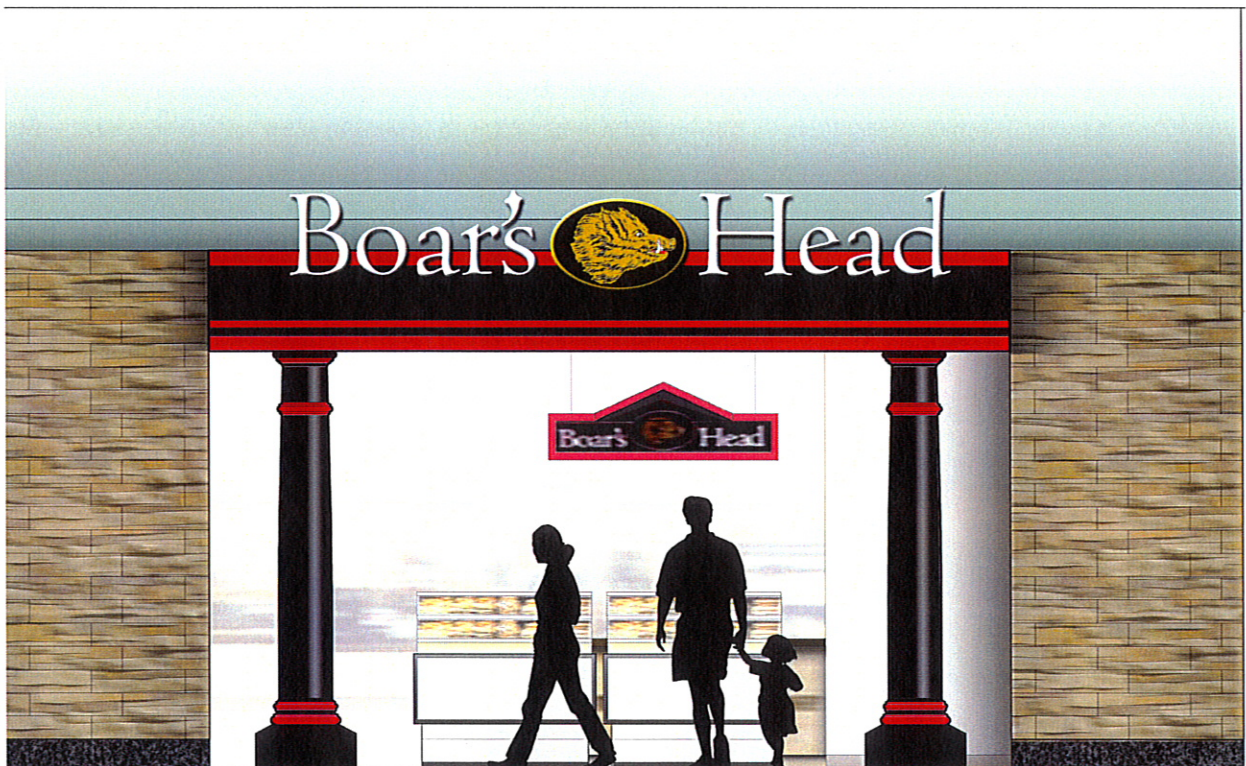
HIGHLIGHTS

Boar's Head Express MT.6.A



Family-owned for over a century, *Boar's Head* at XNA will use only the finest ingredients in this innovative **Express market** that will meet the needs of the travelers who want a hearty breakfast, quick lunch, or quality dinner, available for grab and go, or to be enjoyed at the relaxing seating area that surrounds the space. The express "gourmet to go" concept has quickly become a favorite stop of busy (and hungry) consumers nationwide, and this fitting brand is sure to be popular with the business travelers at XNA.

This full menu will not only include the award-winning Boar's Head meats and cheeses, but also mouth-watering salads, fresh fruit, and hot and cold beverages. America's most prestigious, quality-conscious delicatessens, gourmet stores, and select supermarkets stake their reputations on the Boar's Head Brand, and Paradies is proud to bring this fitting concept to XNA.



HIGHLIGHTS



CNBC News Cafe and MarketPlace MT.5C.B & MT.5C.A

CNBC News Cafe and MarketPlace will undoubtedly strike a chord with the large number of business travelers at Northwest Arkansas Regional Airport. An ideal stop for those wanting today's news today, this expansive location will offer the full range of **exclusive** CNBC services, while premiering new design features that will further showcase the brand of the recognized world leader of business news. Once inside, travelers will find a focused selection of newspapers, magazines, paperbacks, electronics, beverages, luggage, sundries, snacks and other trip essentials, as well as the exclusive **Read & Return** and **Press Express Programs**.

In the **Arkansas Traveler MarketPlace**, souvenirs, gifts and collectibles from the region will also be available, as well as fresh roasted coffee and a full menu of breakfast favorites from Fayetteville's own **Jammin' Java**. Local **Vendor Fairs** will be held throughout the year so XNA visitors will be offered only the most authentic apparel, giftware and edible treats from The Natural State and its talented artisans.



HIGHLIGHTS

CNBC News Cafe A.14.A



This version of **CNBC News** for those on the go or awaiting their flight in Concourse A will feature a wide selection of news, magazines, sundries, health and beauty aids, gifts and souvenirs, as well as Paradies' exclusive Read & Return and Press Express Programs. Travelers who wish to sit down and take stock of their day will find offerings from the extensive menu of **Jammin' Java**, to include sandwiches, salads, pastries and desserts, as well as their famous coffees and smoothies.



HIGHLIGHTS

Exclusive Programs to Boost Retail Concessions

As part of the program for Northwest Arkansas Regional Airport, Paradies will offer the most innovative customer service programs, uniquely designed to enhance and create a pleasant airport and traveling experience. This extension of the XNA service experience will position XNA as the airport of choice, creating increased customer loyalty and in turn, expanded revenue.

- **Thanks Again Reward Program** - The Paradies Shops and Thanks Again have partnered exclusively to offer airport customers valuable rewards, just by using their credit or debit cards at Paradies locations. Enrollment in the program is free, quick and secure. Registration of any debit or credit card can be completed online or via text, and airline miles earned via Thanks Again are above and beyond any miles that consumers may already earn on an affinity credit or debit reward card.
- **Vendor Fairs** - Vendor Fairs, held intermittently throughout the year at CNBC Cafe and MarketPlace, assure The Paradies Shops is offering fresh, new merchandise on a consistent basis. These fairs will promote the region's vibrant products to the traveling public and bring the benefits of prosperity to local vendors and artisans.
- **"At Your Service" Carts** - "At Your Service" is a mobile kiosk designed to deliver news, water, snacks and convenience items to travelers in the gate area and re-vesting area. This fully stocked mini-store has a clean and fresh look that raises the standard for retail on the go and provides added customer service.
- **Read & Return** - Allows travelers to buy a book, read it, return it, and receive 50 percent of their money back. Books that are returned in good condition are then resold at half price, and those in worn condition are donated to local charities.
- **Press Express** - Press Express lets customers select a newspaper, insert correct change, and move on—without having to enter the store or pay at a cash register.
- **Recharge!** - Customers needing a battery boost have the ability to simply plug in their devices in these convenient stations for a quick recharge—and avoid unnecessary interruptions in their lifestyles and work days.
- **Mobile Checkout** - For those travelers who have a quick grab and go item in mind and don't have time to wait during peak times, we will offer a mobile checkout option where associates can scan the item, accept debit or credit payment and provide a receipt within seconds.