



TWO MAJOR U.S. AIRPORTS LAUNCH \$5 MENU PROGRAM

The Food & Shops at Philadelphia International Airport and New York's LaGuardia Airport Partner to Offer Travelers Budget-Friendly Dining Choices

New York and Philadelphia- (May 12, 2009) – The Food & Shops at Philadelphia International Airport and LaGuardia Airport have announced a new “WOW! \$5 CHOW!” program designed to help travelers get more for their money when dining at these airports.

Developed by MarketPlace Development at LaGuardia Airport and MarketPlace Philadelphia Management at Philadelphia International Airport, the WOW! \$5 CHOW! program will officially launch in May and offer a variety of menu choices for breakfast, lunch and dinner.

Travelers can choose from almost 50 restaurants offering special meals such as: Jet Rock Bar & Grill's “Eggs Your Way” breakfast with coffee; Chicken Sandwich and large drink at Chick-Fil-A; Tomato, Basil & Mozzarella Sandwich at Cosi; or gourmet dessert with coffee from Todd English's Figs Restaurant-- all priced at \$5.00 each. A list of participating restaurants and their \$5 offers can be viewed at www.shoplaguardia.com and www.philamarketplace.com

“Now more than ever, it's important to offer our passengers value.” says Lillian Tan, Vice President and General Manager of MarketPlace Development, for the Food & Shops program at LaGuardia. “The WOW! \$5 CHOW! program definitely creates the WOW factor at LaGuardia, by offering delicious, yet budget-friendly food choices for the traveling public. We applaud our restaurateurs for working with us to create an affordable dining experience for our passengers. ”

"We aim to make each traveler's experience at PHL both enjoyable and affordable," said Clarence LeJeune, President of the Philadelphia Marketplace Food & Shops. "Offering the WOW! \$5 CHOW! menu will allow our passengers to stretch their travel dollars a little further and encourage them to explore the dining options at our airport."

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About MarketPlace Development and MarketPlace Philadelphia Management

MarketPlace Development is a Massachusetts based retail development firm that partners with airports and airlines to develop, lease, and manage award -winning airport retail programs. With offices at LaGuardia Airport’s Central Terminal Building and Philadelphia International Airport, MarketPlace Development handles the development, management and leasing of all retail, food and beverage, and passenger service concessions for LaGuardia’s Central Terminal Building and the seven domestic and international terminals at Philadelphia International.

MarketPlace Philadelphia Management is the local management company for MarketPlace Development and manages the food and retail program throughout Philadelphia International Airport. The award-winning food and retail program consists of stores and eateries throughout all 7 terminals at Philadelphia International Airport. The airport features more than 160 in-line stores, restaurants and services, plus over 30 specialty retail units.

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