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**THE FOOD & SHOPS AT LAGUARDIA AIRPORT
LAUNCHES SOCIAL MEDIA CAMPAIGN**

Queens, NY (April 12, 2010) –The Food & Shops at LaGuardia Airport’s Central Terminal Building announced today that it has launched a social media campaign on [Twitter](#).

The Food & Shops Twitter account, [@shoplaguardia](#), will provide real-time information about the retail stores and restaurants, plus news about special events, discounts and more. It will also serve as a channel in which to gather travelers’ and customers’ feedback on the Food & Shops.

“The Food & Shops social media campaign on Twitter is a smart and modern way to interact with our target audiences at LaGuardia Airport.” says Lillian Tan, Vice President/General Manager of MarketPlace Development, the retail development company that manages the food and shops program in the terminal. “By strategically using our [@shoplaguardia](#) account, we have an opportunity to share relevant information *with* our customers, as well as collect vital information *from* our customers, in order to provide the highest level of service.”

The Food & Shops encourages friends to become Twitter fans effective immediately as it will be launching a number of creative sweepstakes programs in 2010 which will include giveaways, special discounts, and many other exciting offers.

About The Food & Shops

MarketPlace Development is the private partner with The Port Authority of New York and New Jersey in the \$18 million, 50,000-square-foot redevelopment of the food and retail program at the Central Terminal Building, the largest of LaGuardia’s four terminals. A Massachusetts based retail development and

management company, MarketPlace Development also handles the development, management and leasing of all retail, food and beverage, and passenger service concessions in the seven domestic and international terminals at Philadelphia International Airport.

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