

1st February 2008

SSP wins contract at Terminal 3 of Cairo Airport, Egypt

SSP has won a major new contract at Cairo International Airport Terminal 3 against fierce competition. The company was already the largest player in the market, and this new win will further increase its dominance in a highly competitive region.

The new business will be located at the airport's third terminal, which is scheduled to open later this year. SSP will operate 80% of the food outlets at the new building. Among the facilities on offer will be a food court featuring a number of SSP's market-leading brands. These include Upper Crust, Caffè Ritazza, Häagen-Dazs Cafe, Gino's Pizza and Pasta, The Pie, To Go, Salad Buffet, Burger King, and Hippo Bar and Grill as well as an Asian corner, a juice bar, an oriental concept and a mobile Caffè Ritazza. There will also be a second Burger King and a coffee concept in another part of the terminal.

'We're delighted to have won this new business,' said Johann Weinzettl, CEO of SSP Central Europe, Middle East and India. 'Our long and successful track record in Egypt coupled with our knowledge of the consumer means that we've sound understanding of the brands that will be well suited to this terminal. We're confident that our new outlets will do much to enhance the experience of passengers travelling to and from Egypt.'

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Editor's notes:

SSP is Europe and Asia's leading dedicated operator of food and beverage brands in travel locations worldwide. It operates an unparalleled portfolio of international, national, local, speciality and new breakthrough food and beverage brands including its own national and international brands. Among these are Caffè Ritazza, Le Train Blue, Marks & Spencer Simply Food, Bonne Journee, Caviar House & Prunier, Pizza Hut and Upper Crust.

SSP has operations in 28 countries around the world in airports, train stations, retail parks and conference centres.