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## **SSP America wins major contract at the new Indianapolis International Airport**

**INDIANAPOLIS, IN** – SSP America, The Food Travel Experts, announced today that it has won a major contract with the new Indianapolis International Airport (IND). The contract will allow the company to re-shape foodservice offerings at IND by providing its more than 8.5 million travelers each year with more choices and quality experiences.

Construction on the new restaurants is scheduled to commence immediately in Concourses A and B as well as at the much anticipated Civil Plaza area. Projected revenue to the local Indianapolis economy as a result of the new services will surpass \$140 million with more than 120 full-time jobs expected to be created in the process.

“We are thrilled to partner with the Indianapolis International Airport Authority in this newly developed, state-of-the-art facility,” said Les Cappetta, Chief Executive Officer of SSP America. “The construction of the new airport, combined with the quality services we will be opening throughout, will be sure to elevate the status of both the city and its airport so it is on par with other top airport cities and destinations in the country.”

Jeremiah Wise, Indianapolis Airport Authority’s Director of New Business Development, explained that the decision to award SSP America with the contract was not difficult. “SSP America is known for its dedication to bringing only the best in foodservices and operations to travel locations,” Wise said. “The concepts SSP presented, along with their solid reputation for understanding what consumers want and need, are a perfect match for the vision we are implementing at the new airport, which is the largest capital project in the city’s history.”

All of SSP America’s operations feature a mix of food and beverage brands tailored specifically for each location. This strategy is based on a combination of understanding consumers’ needs, and creating and partnering with the best industry brands in the world – as well as local favorites – to fit those needs.

The Indy 500 Grill will celebrate Indiana’s speedway tradition with a menu offering freshly prepared salads and sandwiches, as well as gourmet entrees like grilled sirloin and salmon with orzo pasta. Authentic race cars will be displayed throughout the property and the walls will be adorned with an array of Speedway photographs and memorabilia. Adjacent to the restaurant will be a specialty retail store offering visitors an opportunity to purchase their own racing souvenir or collectible item.

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SSP America will also open Harry and Izzy's - a tribute to the founders of St. Elmo Steakhouse – Harry Roth and Izzy Rosen. A landmark in the Circle City, St. Elmo's has changed little since it was founded in 1902. Known for its excellent steak, seafood, chops and outstanding service, its airport restaurant will feature the famous St. Elmo's shrimp cocktail and new offerings including crab cakes and brick oven pizzas. Named after the patron saint of sailors, the restaurant décor will feature dark, hand-polished woods and luxurious fabrics throughout.

“Creating a unique Indianapolis experience for frequent travelers is a priority,” said President of St. Elmo's Steakhouse, Craig Huse. “Partnering with SSP America allows us to draw on its experience of operating in an airport environment, while allowing our management to focus solely on providing delicious food and the professional, attentive service that Harry & Izzy's guests have come to expect.”

Also scheduled to open is Shapiro's Delicatessen. The kosher-style deli has been an Indianapolis favorite for more than 100 years and lives up to its motto: “Cook good. Serve generously. Price modestly. People will come.” Shapiro's will be closely modeled after its street-side parent and offer many of their celebrated dishes including their corned beef sandwich.

Camden Food Co. has been designed to meet the demand for healthier, environmentally-friendly, fresh dining options, and offers an array of organic, fair-trade and low-fat choices. To complement its healthy food options, bright colorful graphics, wood floors and pendant lighting all contribute to an inviting ambiance, which underscores Camden Food Co.'s clean, crisp and appealing atmosphere.

This well-loved European brand was named the ‘En-route Sandwich Retailer of the Year’ in 2007, by the British Sandwich Association in recognition of its commitment to providing high quality and great tasting products for traveling consumers.

“These units, and the menus they offer, were designed with Hoosiers in mind,” says Oscar Hernandez, SSP America's new Director of Operations, Indianapolis, who is in charge of leading the company's construction and expansion efforts at IND. “Our goal is to ensure that we always offer consumers the best options while they're on travel. This includes making sure that we bring into the airport strong, favorite and local brands that we know customers will come back to time and again when they travel through IND.”

SSP America's parent company, SSP, operates in airports in 29 countries around the globe. With the recent acquisition of Creative Host Services, SSP America now operates in 42 airports across the U.S., Canada and the Caribbean. The company is fast becoming known for its dedication to the needs of the traveling consumer identified through its unique global research program; continued development and expansion of a powerful brand portfolio; recruitment of talented executives from industry-leading companies; and innovative approach to aesthetics and structural designs.

This announcement comes on the heels of major wins and extensions at Raleigh-Durham International Airport (RDU), George Bush Intercontinental/Houston Airport (IAH), Minneapolis-St. Paul International/World-Chamberlain (MSP) and John F. Kennedy International Airport (JFK).

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### **SSP America**

*SSP America operates in more than 42 airports across the USA, Canada and the Caribbean. Other third party brands in the broad portfolio include The Palm Restaurant, Silver Diner, Einstein Noah Restaurant Group, Inc., Houlihan's Restaurants, Dunkin' Donuts, Panda Express, Five Guys,*

*Chick-fil-A, Arby's, Moe's Southwest Grill, Au Bon Pain, T.G.I. Friday's Restaurants, Carl's Jr. and A & W Restaurants. SSP America's brand portfolio also includes strong local icons such as Laurelwood Public House & Brewery, Bill Bateman's Bistro, Rams Head, Great Dane Pub & Brewing Co., Las Palapas Mexican Café, Brew Brothers Brewery and Legends of Aviation.*

**About SSP**

*SSP, the Food Travel Experts, is the leading dedicated operator of food and beverage brands in travel locations worldwide, with operations in more than 130 airports in 30 countries. Its unparalleled portfolio of international, national, local, specialty and new breakthrough food and beverage brands includes its own national and international brands. Among these are Caffè Ritazza, Burger King, M&S Simply Food, Bonne Journée, Caviar House & Prunier, Pizza Hut, Upper Crust and Le Train Bleu. SSP has operations in airports, train stations, retail parks and conference centers.*

**About the New Indianapolis Airport**

*Except for its runways, the new Indianapolis International Airport is a \$1.1 billion project that will culminate in the first entirely new U.S. airport to open since September 11, 2001. The project will include a spacious, light-filled new passenger terminal filled with specially commissioned works of art, a new parking garage that is tripled in size, multiple new long-term and short-term surface parking lots, a new air traffic control tower, and a new main entrance off I-70 on the city's west side, among other new facilities. It is scheduled to open October 28, 2008.*

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