

Media Release

New routes, more services, more awards – and a massage!

EIA looks back at a year of successes

January 26, 2010 (Edmonton, Alta.) – Edmonton International Airport (EIA) proudly looks back at 2009 and looks forward to more in 2010.

- **More routes:** Liberia and Huatulco join the non-stop family; for 2010, scheduled service to Kamloops, and seasonal service to Maui
- **Houston-Continental:** Daily non-stop service between EIA and Houston
- **US passenger growth:** US passenger numbers surpass one million mark in 2009
- **Expansion 2012:** \$1-billion airport expansion program continues
- **US Passenger Lounge:** Expanded lounge now almost double in size
- **Hudson Group:** Leading airport-based news and specialty retailer joins the EIA Team
- **Parking:** EIA continues to expand its parking products
- **Ambience at EIA:** Commitment to art, ambience and culture program officially launched
- **Awards:** Alberta's Top 50 Employers recognition and ACI-NA Peggy Hereford Award win

More routes

With a family of more than 50 non-stop destinations, EIA is currently enjoying the best air service in the region's history and a number of new routes were secured in 2009. New non-stops for that vacation getaway include Liberia, Costa Rica and Huatulco, Mexico. This year, WestJet has introduced year-round service to Cancun; three-times weekly scheduled non-stop service to San Francisco and Kamloops; and seasonal non-stop service to Maui once a week from March 5 to April 4.

Houston-Continental

As of November 2009, EIA now has a daily non-stop flight to Houston via Continental Airlines, the world's fifth-largest airline. Joining EIA's 10-plus family of US non-stop destinations, the Continental route addition is good news for businesses in the energy sector. Houston is a major hub with excellent connections that help businesses from across the region and Canada's North connect with global markets. It also provides leisure travellers with a great range of destination options.

Passenger growth

For the first time ever, EIA's US passenger numbers surpassed the one million mark in 2009. The achievement can be credited to important route additions like Houston-Continental and passenger facilitation innovations like EIA's own US Quick Connect and the NEXUS card. Overall, EIA served 6.1 million passengers in 2009, down 5.4 per cent from 2008.

Expansion 2012

EIA's \$1-billion airport expansion program is proceeding on time and EIA is working hard to bring in the project under budget. Once completed, Expansion 2012 is on track to achieve LEED certification; expand the aircraft apron by more than two million square feet; accommodate 13 aircraft bridges; expand EIA's food, beverage and retail offerings; and enable the airport to serve nine million passengers annually.

US Passenger Lounge

EIA's US passenger numbers have grown by double digits for the last six years in a row. To keep pace, and as part of Expansion 2012, the US Passenger Lounge was expanded in 2009. Now almost double in size, the lounge also has new amenities, like the full-service Molson Pub, Travelex foreign exchange, Runway Duty Free and Indigo Bookstore carts.

Hudson Group

One of North America's largest airport-based news and specialty retailers, Hudson Group assumed operations of nine retail outlets at EIA on December 14, 2009. Three of the nine existing outlets are being completely renovated and two new Euro Cafe concepts paired with Hudson News newsstands will come on stream by spring 2010. In addition, a new Tech on the Go store with a Hudson News component will be added to the retail offering by spring 2010. Hudson Group's expertise complements the ongoing development of EIA's food, beverage and retail offerings. Joining the EIA Team this year were Chili's, Wok Box, Molson Pub and A Flight of Wines and Spirits. Providing a great way to relax while waiting for your flight, Serenity Now Massage & Wellness is now open in the domestic passenger lounge.

Parking

A new valet operator, Priority Valet & Concierge, joined the EIA Team in 2009 offering a full range of concierge services in addition to the valet product. Further enhancements to EIA's parking products will come on stream in 2010.

Ambience at EIA

Edmonton International Airport officially launched the Ambience at EIA program in 2009, which highlights the airport's commitment to art, ambience and culture. Ambience at EIA is a component of the airport's Community Investment Program which continues to strengthen ties with and support community organizations that enhance the region's quality of life. Key partnerships last year included work with the 2009 Tim Hortons Roar of the Rings, TELUS World of Science, Edmonton Public Schools, Chrysalis and the Government of the Northwest Territories.

Awards

Our company received recognition this year as one of Alberta's Top 50 Employers. We were specifically recognized for Health, Financial & Family Benefits and Training and Skills Development. Looking forward, we are now focused on becoming one of Canada's Top 100 Employers. For the second year in a row, EIA was the recipient of one of the airport industry's most prestigious awards: Airports Council International-North America's Peggy Hereford Award for overall Marketing and Communication Excellence. In addition to the Hereford award, EIA took honours in seven award categories, with four first place finishes including a big win for the very popular Language of Speed destination marketing campaign.

On behalf of everyone at EIA, here's to more for 2010!

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