

Concessions Marketing Program

- A joint marketing program to support all airport concessionaires
- Part of new lease agreements, January 2005
- Mutual commitment between the Port and its tenants
- Funded by concessions tenants based on sales
- All tenants promoted equally
- Port/Tenant collaboration: Marketing Advisory Group
- Initial focus on broad reach promotion
- Shifting more focus on web and in-terminal promotion
 - Concessions website
 - Airport free wi-fi 'splash page'
 - Mobile information access

EXAMPLES OF TENANT MARKETING PROGRAMS

Barneys New York
J.Crew
Solstice Sunglass Boutique
Tiffany & Co.
lululemon athletica

Make a splash.

PACIFIC PLACE
Find Your City Side.

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SHOP.
DINE.
SEE
STAY.

RAINIER SQUARE
Upper Fifth

FIFTH AVENUE BETWEEN UNION & UNIVERSITY STREETS SEATTLE WWW.RAINIER-SQUARE.COM

BOUTIQUES Louis Vuitton Gucci Brooks Brothers David Lawrence And more	RESTAURANTS The Capital Grille Purple Cafe & Wine Bar Benihana Vessel And more	EXPERIENCES The 5th Avenue Theatre Calidora Skin Clinic Bella Vita Salon + Spa The Fairmont Olympic Hotel And more	PARKING \$7 weekend parking in 4 surrounding garages. Steps from multiple transit routes.
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2009 CONCESSIONS MARKETING PROGRAM

“EXPLORE BEFORE YOU FLY”

Explore Before You Fly!

Dining options include:

- Publix Pretzels Central Terminal
- Messy Nap Concourse A
- KOBB South Terminal
- La Pasa Cafe Concourse A
- Waters Concourse B
- Waffling Park Express Concourse C

Health, Safety, Security, Back to Work

EXPLORE, EXPERIENCE, ENJOY!

Enjoy a quick meal at Sea-Tac Airport to get your travel started right. With an amazing variety of casual dining choices — from local Pacific Northwest cuisine to global ethnic foods — it's easy to please everyone's palate. Grab a bite before you fly, and enjoy your trip!

Some locations are available in limited terminals only. See our website or airport directory for details.

Port of Seattle
www.portseattle.org

Explore Before You Fly!

Dining options include:

- Waji's by Designzys Concourse C
- Waji's by Designzys Concourse C
- Waji's by Designzys Concourse C
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Explore Before You Fly!

Take-out options include:

- Frankies Concourse C and D
- Old Seattle Deli Concourse B and C
- Great American Burger Bakery Concourse A and C
- Golden Mexican Grill Central Terminal
- Iron's Seafood Bar Central Terminal

Benardo's, Burger King

EXPLORE, EXPERIENCE, ENJOY!

Heading for the gate? Grab a great takeout meal at Sea-Tac Airport. From fresh Asian cuisine to gourmet deli sandwiches to all-American burgers — choice will be the only thing slowing you down. Let our quick, friendly service set you on the right path. Take your dinner on board, and enjoy your trip!

Some locations are available in limited terminals only. See our website or airport directory for details.

Port of Seattle
www.portseattle.org

Explore Before You Fly!

Dining options include:

- Casa del Agave Concourse B
- The Flat House West Terminal
- Mountain View Bar Concourse A
- The Edge Sports Bar South Terminal
- Sports Page Pub Concourse B

Harrah's Africa Lounge

EXPLORE, EXPERIENCE, ENJOY!

Before you board, enjoy a meal at Sea-Tac Airport. Our full-service dining is locally focused, but your choices come from all over the globe. From Northwest salmon to international flavors, your options are fresh and abundant. Dine before you fly, and enjoy your trip!

Some locations are available in limited terminals only. See our website or airport directory for details.

Port of Seattle
www.portseattle.org

AIRPORT TERMINAL SIGNAGE



Explore

the Shops at Sea-Tac!



EMPLOYEE PROMOTIONS

Special Discounts for Airport Employees

Explore

the Shops at Sea-Tac!

February/March 2009



Special Discounts for Airport Employees

HMS Host and BOSE are offering Sea-Tac Airport employees some special discounts in February and March 2009 at the following airport locations below. Please note that some discounts are only valid on specific days of the week or until a certain date of the month. A Sea-Tac Airport ID Badge is required to receive your discount.

FEATURED COMBO DEALS IN FEBRUARY



- Combo #1 - \$6.70
Egg florentine breakfast sandwich & small coffee
- Combo #2# - \$8.50
Turkey in the Garden sandwich, choice of chips, apple, or sunflower seeds, & small soda or coffee
- Combo #3 - \$ 8.95
Kathy's Favorite grilled panini, choice of chips, apple, or sunflower seeds, & small soda or coffee

**EVERY TUESDAY
GOOD THRU 3/14/09
ALL AIRPORT LOCATIONS**



Combo #1 - \$ 6.35
Seattle Sunrise w/coffee or tea

Combo #2 - \$ 8.25
Turkey bagel sandwich w/small soda

**EVERY MONDAY
GOOD THRU 3/14/09
NORTH SATELLITE LOCATION ONLY**

FREE GIFT W/PURCHASE



Receive a \$50 Bose Gift Card with the purchase of a QC2 or QC3 Acoustic Noise Cancelling headphones

Receive a FREE Premium Backlit Remote with the purchase of our famous Wave Music System (\$40 value)

Receive a FREE iPod Connect Kit with the purchase of the Acoustic Wave Music System (\$99 value)

**GOOD THRU 3/31/09
ALL AIRPORT LOCATIONS**

15% OFF ALL WHOLE PIZZAS



**7 DAYS A WEEK
GOOD THRU 3/14/09
CONCOURSE B**

15% OFF ALL COMBO MEALS



**EVERY SATURDAY
& WEDNESDAY
GOOD THRU 3/14/09
NORTH SATELLITE LOCATION ONLY**

Explore

the Shops at Sea-Tac!

May 2009



Special Discounts for Airport Employees

In partnership with Sea-Tac Airport Concessions merchants, all airport-affiliated employees are eligible for special discounts during the month of May 2009 at the stores listed below. Please note that some discounts are only valid at specific Sea-Tac Airport locations. A Sea-Tac Airport ID Badge or airport-affiliated company badge is required to receive your discount. Badge must be presented at time of purchase.

<p>10% OFF ALL FOOD AND BEVERAGE ITEMS</p> <p>CONCOURSE C AND NORTH SATELLITE</p>	<p>20% OFF ALL RETAIL PRODUCTS</p> <p>CONCOURSE C AND NORTH SATELLITE</p>	<p>FREE SMALL SODA WITH PURCHASE OF ANY TURKEY OR HAM SANDWICH</p> <p>CONCOURSE C</p>	<p>30% OFF ALL EXOFFICIO BRAND MERCHANDISE (ALL MONTH)</p> <p>20% OFF ALL NON-EXOFFICIO BRAND MERCHANDISE (MAY 15 - 25 ONLY)</p> <p>CENTRAL TERMINAL</p>
<p>FREE WI-FI INTERNET ACCESS WITH ANY PURCHASE</p> <p>CONCOURSE A</p>	<p>\$8.99 COMBO ANY SANDWICH, CHIPS AND SODA</p> <p>BAGGAGE CLAIM AND MAIN TERMINAL</p>	<p>10% OFF ALL FOOD AND BEVERAGE ITEMS</p> <p>CONCOURSE C</p>	<p>ANY LARGE ESPRESSO DRINK FOR THE PRICE OF A MEDIUM DRINK</p> <p>TUESDAY'S ONLY ALL AIRPORT LOCATIONS</p>
<p>10% OFF ALL PIZZA SLICES</p> <p>BAGGAGE CLAIM</p>	<p>BUY 10 ENTREES, GET 1 FREE WHEN YOU USE YOUR QDOBA CARD</p> <p>CENTRAL TERMINAL</p>	<p>10% OFF ALL MANICURES, PEDICURES AND RETAIL ITEMS</p> <p>CONCOURSE C</p>	<p>50% OFF MOST SERVICES</p> <p>BAGGAGE CLAIM</p> <p>Battery Jump - \$9.00 (REG \$16.00) Slim Jim Rental - \$3.75 (REG \$7.50) Black & White Copies - \$9.90 ea Fax - Send - \$4.00pg (REG \$3.00pg) Fax - Receive - \$2.00pg (REG \$1.00 pg) Notary Public (up to 2 signatures) - \$6.00 (REG \$10.00)</p>
<p>10% OFF ALL FOOD AND BEVERAGE AND/OR RETAIL ITEMS</p> <p>BURGER KING® CLUB JET DUTY FREE® DILETTANTE CHOCOLATES & MOCHA CAFE DISCOVER PUGET SOUND DISCOVERY CHANNEL STORE DIVA ESPRESSO HUDSON BOOKSELLERS® HUDSON NEWS® IVAR'S SEAFOOD BAR KIDWORKS MADE IN WASHINGTON MAKI OF JAPAN PALLINO PASTARIA WORLD PASSAGE GIFTS®</p>	<p>SALE: \$198.99 MOBILE SCANNER + DIGITAL FILING SYSTEM + FREE TRAVEL CASE</p> <p>(REG: \$249.99)</p> <p>CONCOURSE A</p>	<p>10% OFF ALL FOOD AND BEVERAGE ITEMS</p> <p>CONCOURSE A</p>	<p>10% OFF ALL SANDWICHES</p> <p>MAIN TERMINAL AND CENTRAL TERMINAL</p>
<p>10% OFF ALL FOOD AND BEVERAGE ITEMS</p> <p>CONCOURSES B AND D</p>	<p>10% OFF ALL RETAIL ITEMS*</p> <p>CENTRAL TERMINAL</p> <p>*Excluding magazines, newspapers, candy, snacks, DVDs and CDs.</p>	<p>5% OFF ALL ESPRESSO DRINKS</p> <p>ALL AIRPORT LOCATIONS</p>	

SEASONAL TERMINAL PROMOTIONS

Complimentary Gift Wrapping

Highline Community
College Chorale

6 a.m. - 4 p.m.
December 18 - 24
Central Terminal

◆◆Donations Accepted◆◆

Bronwyn Edwards Pianist

5 a.m. - 10 a.m.
December 16 - 24
Central Terminal



HOLIDAY ENTERTAINMENT
BROUGHT TO YOU BY
THE MERCHANTS OF
SEA-TAC AIRPORT

HAPPY HOLIDAYS FROM SEA-TAC AIRPORT MERCHANTS!

\$2.00 OFF

MASSAGE SERVICES



Bring in this coupon and receive **\$2.00 OFF** any massage service at either of Sea-Tac Airport's Massage Bar locations on Concourse C and the North Satellite.

RESTRICTIONS APPLY: Coupon valid only at our Sea-Tac Airport locations. No cash value. One coupon per customer. Not applicable toward retail items or in combination with any other offers or airline voucher programs. Coupon expires 1/5/2009.

HAPPY HOLIDAYS FROM SEA-TAC AIRPORT MERCHANTS!

\$1.00 OFF

ANY PURCHASE

Bring in this coupon and receive **\$1.00 OFF** any purchase at any of Sea-Tac Airport's HMS host food and beverage locations, including Starbucks Coffee, Sbarro Italian, Casa del Agave, Seattle Tap Room, Cascades Lounge, Kathy Casey's Dish d'Lish, Anthony's Restaurant, Alaska Lodge, Wolfgang Puck Express, Freshen's Smoothie, Sports Page Pub, Chili's Too, Burger King, Vintage Washington, and Pilot House.

RESTRICTIONS APPLY: Coupon valid only at our Sea-Tac Airport location. No cash value. One coupon per customer. Not applicable toward retail items or in combination with any other offers or airline voucher programs. Coupon expires 1/5/2009.



HAPPY HOLIDAYS FROM SEA-TAC AIRPORT MERCHANTS!

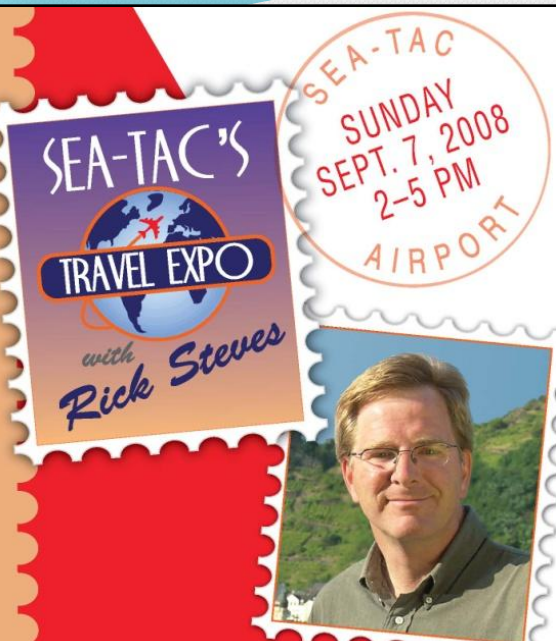
FREE CUP OF CHOWDER

WITH THE PURCHASE OF ANY ENTREE



Bring in this coupon and receive **ONE FREE CUP OF CHOWDER** with the purchase of any entree at the Sea-Tac Airport Ivar's Seafood Bar located in the Central Terminal.

RESTRICTIONS APPLY: Coupon valid only at our Sea-Tac Airport location. No cash value. One coupon per customer. Not applicable toward retail items or in combination with any other offers or airline voucher programs. Coupon expires 1/5/2009.



Free Event!

Learn about the latest in travel from Rick Steves!

Sunday, September 7, 2008
2 - 5 pm

Sea-Tac Airport's Gina Marie Lindsey
International Arrivals Hall

Free food samples! Givaways!
Exhibits & demonstrations!

Enter to win a trip for two to Europe
on Scandinavian Airlines!

\$2 validated event parking in the airport garage

Brought to you by:



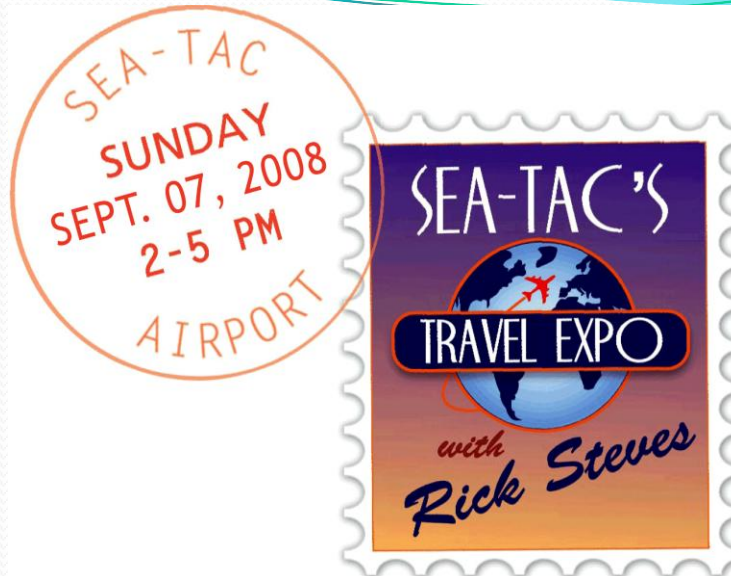
Sea-Tac Airport Merchants



Scandinavian Airlines



www.portseattle.org



PROMOTIONAL EVENTS

Brought to you by:

- ANTHONY'S
- BORDERS BOOKS
- EXOFFICIO
- GREAT AMERICAN BAGEL BAKERY
- HOST DUTY FREE
- IVAR'S
- KATHY CASEY DISH D'LISH
- KEN'S BAGGAGE AND FROZEN STORAGE
- MASSAGE BAR
- SEATTLE'S BEST COFFEE
- STARBUCKS
- TULLY'S

Scandinavian Airlines

SEATTLE-TACOMA INTERNATIONAL AIRPORT
Port of Seattle

EXAMPLES OF THE 90 PARTICIPATING CONCESSIONS UNITS AIRPORT-WIDE

