



# *Star Concessions, Ltd.*

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**TO:** All Star Concessions Personnel  
**FROM:** Gilbert Aranza, CEO and Danny Bruce, President  
**DATE:** December 4, 2009  
**RE:** DFW International Airport Food & Beverage Concessionaire of the Year 2009

Danny and I want to congratulate all of our DFW managers and employees for once again winning Food and Beverage Concessionaire of the Year for 2009. The winning unit this year was our C-24 Texas Stadium Skybox Bar. This is the second year in a row for Texas Stadium Skybox at C-24 to win this award. Since DFW began this recognition, we have been recognized as Concessionaire of the Year **4** times in **8** years and we also had one of our employees named as Employee of the Year in 2008. The award is based on independent third party "phantom shops" conducted 16-18 times throughout the year which evaluate store appearance, customer service and the overall shopping experience. The award is determined by averaging "phantom shoppers" scores and the highest-scoring store in each category (Food & Beverage or Retail) is then selected as Concessionaire of the Year for that category.

**DFW Concessionaire of the Year – Food and Beverage**

2009 – Texas Stadium Skybox at C-24  
2008 – Texas Stadium Skybox at C-24  
2006 – Champps Grill and Bar at D-24  
2001 – Seattle's Best Coffee (now Starbucks)

**DFW Employee of the Year – Food and Beverage**

2008 – Ashley Williams at Cool River

This year, **7** of the **18** Food and Beverage units that Star operates were in the **Top 10** Food and Beverage units at DFW. There are a total of 111 food and beverage units at DFW and **9** of our **18** Food and Beverage units were in the **Top 20**. Our lowest ranking unit was 69 out of 111.

Danny and I are proud of all of our managers and staff at DFW as well as at all of our other operations. Dallas Love Field this year was named by JD Powers and Associates the Best Medium Size Airport in Customer Service for 2008. Love Field has repeatedly won this designation.

This has been a difficult year and we appreciate even more all of the hard work and dedication to high standards that all of the organization gives us every day.

Thank you.

cc: file