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## **Paradies Opens New Venue at Huntsville International Airport**

*Rocket City News celebrates America's space capital*

**HUNTSVILLE, Ala., Sept. 2, 2008** – Huntsville International Airport today announced the opening of Paradies' new airside location, *Rocket City News*. The all-new 1,600-square-foot location celebrates Huntsville as the home of US Space Camp and NASA with a rocket and astronaut theme, including a life-size astronaut as the store's central focal point. Adding to the theme, *Rocket City News* has a section dedicated to children that offers astronaut suits, helmets, backpacks and toys. The store also has space food and ice cream – just add water! Space-themed books and videos are also available.

In addition to all the basic newsstand and convenience merchandise, passengers can also take advantage of several unique offerings. The store's Read & Return Program allows passengers to purchase a book, read it, and return it for 50 percent of the purchase price with the original receipt within six months from the purchase date. *Rocket City News* also offers Press Express – a grab-and-go newspaper fixture allowing the customer to bypass the cash register by simply placing money in the cash receptacle.

“The Paradies Shops is excited to celebrate America's space capital by offering *Rocket City News* to the traveling public of Huntsville International Airport,” said Gregg Paradies, President and CEO. “Offering a wide selection of news, books, convenience items and souvenirs, *Rocket City News* is sure to be a destination for passengers.”

According to Jeff Sikes, Chairman, Board of Directors, Huntsville International Airport, “The addition of the new Paradies gift shop is a welcome convenience. Anyone traveling through Huntsville International Airport can certainly see that we are moving and improving our facilities and operations for the betterment of community. The opening of *Rocket City News* is a natural progression to meet the future needs of our increasing passengers.”

Paradies will open a new landside store – *Explore! Huntsville* – within the next 12 months. The new 1,535-square-foot store will be a showcase of everything Huntsville – from selling souvenirs to offering information about Huntsville and the surrounding area.

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