



NEWS

FOR IMMEDIATE RELEASE

Contact: Janet Bailey, Barbara's Bookstores
312-666-3161
jlbailey@cybermesa.com

Laura Samuels, Hudson Group
201-528-2402
lsamuels@hudsongroup.com

A New "Neighborhood" for Barbara's Bookstore: O'Hare Airport

Chicago, IL – April 17, 2007 – Barbara's Bookstore, Chicago's popular and award-winning neighborhood bookstore, is coming to Chicago O'Hare International Airport. The City of Chicago has approved the award of a retail concession contract for five new "Barbara's Bookstores at O'Hare" to a joint venture called Barbara's Bookstore O'Hare JV.

The components of the joint venture are: Mayuba Bookstores, Inc. (dba Barbara's Bookstore); Airport Management Services, LLC (dba Hudson Group); Hartman Group Publishing Ltd; and Blue Daring Consulting, Inc. The duration of the contract is seven years.

Named by the *Chicago Tribune* as "One of the 100 Best Things About the City," Barbara's has been operating its warm and inviting neighborhood bookstore concept throughout Chicago since 1963. The five new custom-designed Barbara's Bookstores at O'Hare will join other landmark Barbara's locations at Sears Tower, Northwestern Memorial Hospital, Macy's department store, Oak Park and the University of Illinois at Chicago. Barbara's also operates travel retail stores in Boston's South Station, New York's LaGuardia Airport and Philadelphia International Airport.

Don Barliant, president of Barbara's Bookstores, said: "We are delighted that the city has selected Barbara's, an authentic hometown business with a strong commitment to diversity, to serve O'Hare Airport. Our experienced bookselling staff is eager to begin catering to the airport's employees, airline crews, and of course travelers. That means hand-picked merchandise selections, special order services, discount offers, celebrity book signings, and sales incentives that people expect from Barbara's."

According to Joseph DiDomizio, executive vice president and chief operating officer, Hudson Group: "As the largest travel retailer in North America, Hudson brings considerable operational firepower to the partnership. As the incumbent bookstore operator in Chicago-O'Hare since late 2003, we are very familiar with the airport's processes and procedures. We look forward to working with Don and his team to create some of the most attractive, exciting and functional airport bookstores anywhere, right here in Chicago."

The venture's other local partners – Hartman Group Publishing, Ltd. and Blue Daring Consulting, Inc. – round out the team with their deep commitment to the city. President Hermene D. Hartman publishes N'DIGO, a weekly newspaper serving Chicago's African-American community. And Melissa Mercedes Ballate, president of Blue Daring, brings special expertise in marketing, public relations and retailing.

Construction of the five new stores, whose exterior design will feature large photographs of famous Chicago authors, is set to begin shortly.

* * *