

Press release

30 October 2002

The Atrium receives prestigious award

At the recent Tax Free World Exhibition, The Nuance Group received the “Airport Retailer Of The Year” award. The award was given for the new shopping area – The Atrium – operated by The Nuance Group at Copenhagen Airport. It is the first time in five years a European airport receives this award.

The Frontier Awards are distributed by the Frontier Magazine, a British travel magazine, and they are awarded to airports and airlines which have made outstanding achievements in retailing and marketing.

Frontier Magazine’s motivation for the award included the following:

“The Nuance Group has created a very exciting and different shopping area at The Atrium. The spacious design, easy access and typical Scandinavian design make it a very unique and exciting experience to shop at The Atrium. The integration of Harrods and the very stylish wine bar, where passengers can sit down in peaceful surroundings in a busy airport, is unique and never seen before in a tax free airport retail area. Generally, The Atrium represents a unique and excitingly different approach to airport retailing.”

The Atrium is designed according to the shop-in-shop principle – i.e. a shopping area with 18 shops within the area. The area is 2700 sq.m., corresponding to two-thirds of a football field. The Atrium opened on 3 June 2002.

Richard Jones, Sales and Marketing Director, The Nuance Group, comments:

“As the world’s best airport, Copenhagen Airport would expect and deserve to have an extraordinary store. We realised that already before we developed The Atrium. We all knew that, together, we had developed something completely fantastic and quite special for the passengers at Copenhagen Airport. And it is a great satisfaction to receive this official recognition from our colleagues in the industry, especially in view of the very keen competition.”

Operating 400 retail shops in 55 airports in 19 countries, The Nuance Group is the largest concessionaire/operator within airport retailing.

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