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For Immediate Release

PINKBERRY LANDS AT LOS ANGELES INTERNATIONAL AIRPORT *HMSHost Opens Frozen Yogurt Favorite in Terminal 1*



Photo credit: HMSHost

BETHESDA, Md. — More people start and end their trip at [Los Angeles International Airport](#) (LAX) than at any other airport in the world. Now, national and international travelers can taste a one-of-a-kind frozen yogurt as [Pinkberry](#) and [HMSHost Corporation](#) today announced the grand opening of the exclusive yogurt brand's first airport location.

HMSHost brings another innovative concept to our growing selection of unique dining options at LAX," said Gina Marie Lindsey, Executive Director, Los Angeles World Airports. "It's great to offer our travelers another taste of the best of Los Angeles when they arrive or depart."

The creation of Swirly Goodness® dates back to January 2005, when co-founders Shelly Hwang and Young Lee reinvented the frozen yogurt category in West Hollywood, Calif.

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Pinkberry's distinctive flavors are expertly crafted to complement its daily fresh-cut fruit and tasty toppings. The result is an irresistibly tangy, incomparably refreshing taste that is so light it leaves you craving more. Pinkberry's Swirly Goodness is made with the highest quality ingredients and has been certified by the National Yogurt Association to carry the Live & Active Cultures seal

"Los Angeles is where Pinkberry launched, so we are excited to open our first airport location at LAX," said Ron Graves, Pinkberry CEO. "This marks the first of many Pinkberry locations that we will open in partnership with HMSHost and we look forward to building a long lasting relationship with their team."



"Travelers arriving or departing LAX are interested in what makes Los Angeles unique. Pinkberry is another great example," said Steve Johnson, Senior Vice President, Business Development, HMSHost. "We're pleased to add Pinkberry at LAX for travelers to make this 'delicious' discovery."

The popular frozen yogurt maker joins other local Los Angeles favorites including [Baja Fresh Express](#), [La Brea Bakery](#), and [Gladstone's](#), which travel dining and shopping leader HMSHost successfully opened at LAX in the past year.

Los Angeles International Airport (LAX) is the world's busiest origin and destination (O&D) airport. O&D passengers are those beginning or ending their trips in Southern California rather than using the airport for connecting flights. In total traffic, LAX is the sixth busiest airport in the world with 59.8 million travelers passing through its terminals in 2008.

About HMSHost

HMSHost is a world leader in creating shopping and dining for travel venues. HMSHost operates in more than 100 airports around the globe, including the 20 busiest airports in North America. The Company has annual sales in excess of \$2.7 billion and employs more than 34,000 sales associates worldwide. HMSHost is a part of Autogrill Group, the world's leading provider of food and beverage and retail services for people on the move. With around €5.8 billion sales in 2008, the Group operates in 43 countries and employs some 70,000 people. It manages over 5,300 stores in more than 1,200 locations worldwide. Visit www.HMSHost.com for more information.

About Pinkberry

Pinkberry is home to Swirly Goodness – the premium frozen yogurt that reinvented the US frozen yogurt category in West Hollywood, Calif., in January 2005. Inspired by European gelaterias and yogurterias and America's ice cream pastime, Pinkberry provides a social experience that indulges the senses. Part of a healthier snacking routine, Pinkberry's distinctive flavors are expertly crafted to complement its high quality, daily fresh-cut fruit and dry toppings and offer an irresistibly tangy, incomparably refreshing taste and so light it leaves you craving more. Pinkberry is certified by the National Yogurt Association and carries the Live & Active Cultures Seal. Get your taste of Swirly Goodness by visiting www.pinkberry.com.

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