

News Release



DETROIT METRO • WILLOW RUN
WAYNE COUNTY AIRPORT AUTHORITY

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Just in time for Mother's Day... Detroit Metro Airport Opens New *Forever Silver* Jewelry Store

MAY 11, 2007, DETROIT, MI: Traveler's searching for that perfect last minute Mother's Day gift, have a convenient new option at Detroit Metropolitan Wayne County Airport (DTW). The airport recently opened a new jewelry store located in the McNamara Terminal near the center of Concourse A. The new store, *Forever Silver*[™], features a constantly changing selection of contemporary, casual and elegant jewelry including earrings, necklaces, pins, rings, bracelets, watches and more.

"We are very excited to offer the traveling public another great retail specialty store from which to shop," said Myrna Mendez, Director of Concessions & Quality Assurance for the Wayne County Airport Authority. "Forever Silver has been highly successful in such markets as Chicago, Las Vegas and New York, and Erwin Pearl has retail stores in 29 locations nationwide, with several locations at major airports including DTW."

Forever Silver[™] by Erwin Pearl is the first of its kind in the Detroit market. Designing for over 50 years, Erwin Pearl has offered his innovative and imaginative designs in both precious metals and fashion jewelry styles. The trademarked Forever Silver[™] brand features an incomparably pure .999 Superfine Silver[™] base to which Erwin Pearl has the exclusive license. The pure makeup of this metal is desirable for its hypoallergenic properties, is brighter in color than traditional .925 sterling silver creations, and is highly resistant to scratching and tarnishing.

DTW's McNamara Terminal was recently honored in the 2007 Airport Revenue News (ARN) Concession Poll as: Best Overall Concession Program, Best Concession Management Team, Best Concession Program Design, and Airport with the Most Unique Services. DTW also finished first place among large North American airports in the categories of Best Food & Beverage Program and Best Retail Specialty Program, in Airports Council International – North America's (ACI-NA's) 2006 Excellence in Concessions Contest. With more than 90 world-class shops and restaurants at the airport's McNamara Terminal, and nearly 30 more scheduled to open in 2008 at DTW's new North Terminal Complex, Detroit Metro Airport continues to offer one of the largest and most diverse airport concession programs in the world.

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