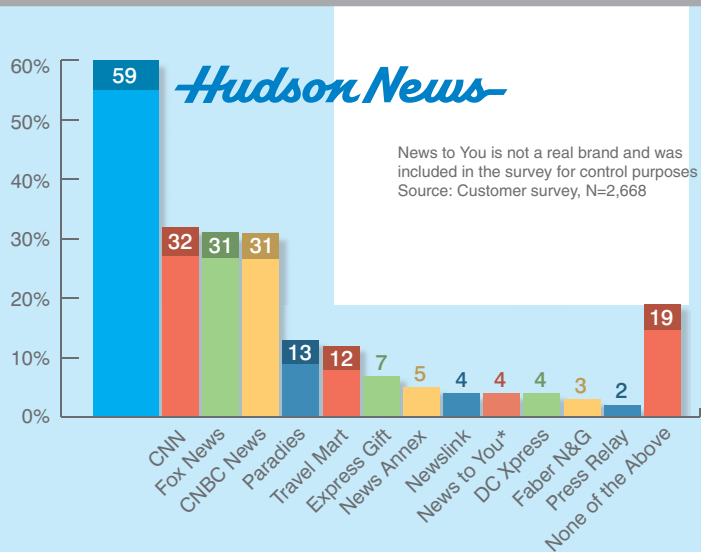




Survey Ranks Hudson News Tops in Brand Recognition and Customer Service

Brand Awareness



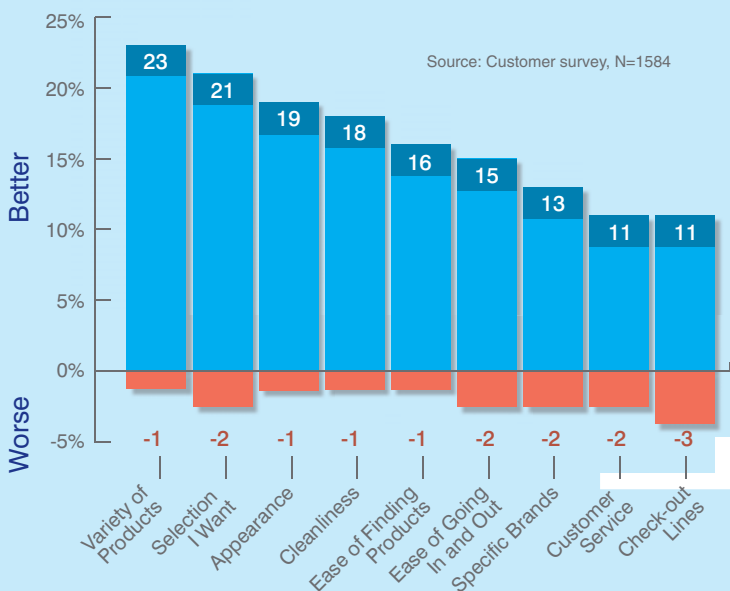
In 2008, Hudson Group undertook a strategic management study with the stated goal of “making the best newsstand concept even better.”

As a first step in that business review, an independent third party company was commissioned to gather customer opinions. These customer surveys were conducted in two ways: through customer intercepts at the store level and through an on-line survey of 3,000 frequent flyers throughout the United States.

The result: 59% of the frequent flyers polled in the on-line survey recognized Hudson News as “the” brand in travel retailing.

The next best-recognized newsstand brand was CNN (at 32%), Fox News (31%) and CNBC News (31%). Other newsstand operators included in the study included Paradies (13%), Newslink (4%), Faber (2%) and HDS’s Press Relay (2%).

Hudson News vs. Competitors



The survey also found:

- 23% of the respondents rated Hudson News better than competitors in the variety of products sold in the stores.
- 19% indicated that the appearance of Hudson’s stores was better than competitors’.
- 18% ranked Hudson stores as cleaner.
- 16% found it easier to find products in a Hudson News than in other newsstands.

See the charts for additional survey findings.

“We were pleased with the outcome of these surveys,” noted Joe DiDomizio, President and CEO. “Because, in the final analysis, it is the customer’s opinion that counts. That is really the only poll that matters.

“Our team’s reaction to the 59% brand recognition statistic was: let’s figure out how to boost those numbers even higher. We see no reason that we can’t get that number to move into the 90th percentile.”



Hudson's Green Initiatives

Hudson Group is proud of its record in supporting recycling. As a magazine retailer and wholesaler, last year the company recycled over 27,000 tons of magazines and another 850 tons of cardboard and plastic.

The company is equally conscientious about its environmentally friendly store design. The company is dedicated to building high performance, sustainable elements into every store, from the design through construction.

To reduce energy consumption, the company specifies fluorescent lighting vs. incandescent, and LED vs. neon. Energy Star appliances are specified where applicable. And storefront signage has utilized LED lighting for many years.

Wherever possible, the company's design team selects sustainable sources to manage material use, such as using recycled-content building materials. Some examples are: drywall, aluminum trim, carpeting, ceiling tiles, aluminum storefronts, recycled glass tile, bamboo wood flooring and select furniture.

By using highly durable materials for all flooring and countertops, Hudson maximizes the useful life of these store fixtures, reducing maintenance and replacement costs. Locally sourced stone is utilized where possible in the company's growing portfolio of specialty retail stores. The company's dedication to reducing pollution includes using non-toxic paints and adhesives.

The company has a "Green Team" that works both internally and externally to promote recycling. Hudson Group is accustomed to working with the unique operating requirements and procedures of every airport it operates in. For example, the majority of airports have very specific procedures for handling trash and recycling, and Hudson meticulously abides by these procedures and requirements, especially those involving recycling.



Hudson Group

One Meadowlands Plaza
East Rutherford, New Jersey 07073

Published by Hudson Group
Business Development

For comments, suggestions or more information, please contact:

Laura Samuels
Vice President, Corporate Communications
lsamuels@hudsongroup.com
201-528-2402

