



media release

19th May 2010

Lagardère Services Asia Pacific opens its second Billabong store at Changi International Airport, Singapore

The travel retail specialist has been successfully operating a 92sqm Billabong outlet in the busy airport's Terminal 3 since last year and recently announced the award of a concession for a third outlet in Terminal 1, scheduled to open later this year.

The company's second Billabong store at Changi--60sqm and located in Terminal 2--offers a comprehensive range of Billabong clothing, accessories, watches, bags and footwear. Opened on the 18th of May, the store design features vibrant imagery and the use of plasma screens to showcase the lifestyle appeal of the Billabong brand. One of the world's leading Youth Lifestyle brands, Billabong is an icon of boardsports culture--its products sold in over 10,000 outlets around the globe.

Speaking last week about the latest Changi Airport concession announcement for the brand, Billabong General Manager Asia, Phil Nicolle said "Changi Airport is an important step in our development plans for Billabong in Asia. With its large passenger volumes and importance as a regional travel hub it provides a great opportunity to grow awareness of the Billabong brand. We are delighted by the speed in which Lagardère Services Asia Pacific has secured these three tenancies and by the quality of their retail operations."

Lagardère Services Asia Pacific CEO, Scott Raisin, added "Billabong is known around the world, we are proud to be chosen as an operator for the brand and delighted to build upon the strength of the T3 store with these 2 additional outlets".

Notes to the editor:

Lagardère Services Asia Pacific is the region's leading news and books travel retailer and operator of the Relay and NewsLink concepts. Its growing portfolio of innovative specialty retail concepts includes Discover (gifts and souvenirs), Virgin (multimedia), Kaboom (toys), Lonely Planet (travel and books) and many more. The company also operates a number of branded stores including Billabong (fashion) and Smiggle (stationery). In total Lagardère Services Asia Pacific operates more than 150 outlets in Australia, China, Hong Kong, Taiwan and Singapore.

The company is part of the global Lagardère Services group, whose extensive Travel Retail expertise covers 20 countries across four continents. The group also includes duty free and luxury goods specialist, Aelia.

contact:

Scott Raisin, Chief Executive Officer

Telephone:

Australia +61 2 8218 1199

Hong Kong +852 3769 7499

Singapore +65 6593 1799

Email: scott.raisin@lsaspac.com

