



Fairn & Swanson, Inc.

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# News Flash

## Baja Duty Free Relocated Store

Fairn & Swanson, Inc. has relocated its Baja store from Las Americas Premium Outlets location to a vibrant shopping center across the street. The new Baja store, located at 4490 Camino De La Plaza in the San Ysidro Village shopping center, is housed in a stand alone 6,025 square foot building with great visibility and easy access for our customers to the border crossing. This new location continues offering the same selection of products and excellent customer service that makes Baja the first option among border crossers and tourists visiting the area.

South Entrance



North Entrance

### *Inside this Edition*

- Store relocation
- Ribbon Cutting Ceremony

# News Flash

## Inside New San Ysidro Store



Fragrance & Accessory Area



Tobacco Area



Register Area



Liquor Area

# News Flash

## El Paso Ribbon Cutting Ceremony

Fairn & Swanson, Inc. celebrated the opening of it's new Baja Duty Free store with a ribbon cutting ceremony held April 29th, 2009. The 2,534 square foot store, located at 800 South Stanton street in El Paso, Texas, opened for business in February 2009. This El Paso location is the eighth Baja Duty Free store owned and operated by Fairn & Swanson, Inc. along the U.S/Mexico border.

The ribbon cutting event was led by Wolfgang Uhlig, President of Fairn & Swanson, Inc., and Achim Fritzen, Chief Executive Officer of Fairn & Swanson, Inc. Officials from both sides of the border joined F&S executive staff as well as Gloria Resch, the El Paso store manager during the festivities. Among the city officials who attended the event was Richard Dayoub, President of El Paso Chamber of Commerce and Spiros Ninos, Chair of the Ambassadors Committee of the El Paso Hispanic Chamber of Commerce.

Baja would like to thank all suppliers for the continuous support and specially those who attended and sponsored the ceremony activities.



Ribbon Cutting



Welcome Speech



Entertainment

# News Flash

## El Paso Ribbon Cutting Ceremony



Geoff Justice, Beam Global Spirits  
David Hogan, Bacardi USA



Celebration



Gloria Resch & Elisa Castro, Baja Duty Free  
Pilar de la Vega, RJ Reynolds



Jason Evans & Andrea Heller  
Philip Morris USA