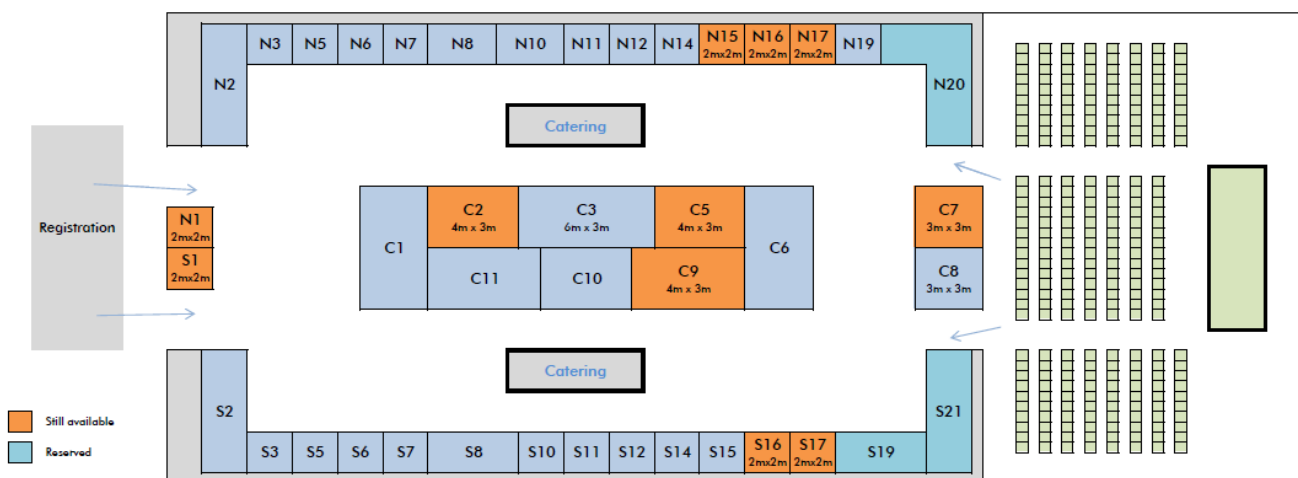


FOR IMMEDIATE RELEASE

ARC Singapore Expo Expanded Due to High Demand

Organisers of ARC2012 Asia-Pacific, the most focused networking platform for airline buyers and suppliers in the world, have today confirmed that they have expanded the suppliers' exhibition to nearly 50 booths from the existing 35. This follows the enormous demand for the show from retail, food and beverage suppliers across Asia and the rest of the world.



“Based on the success of the 2011 event, 35 suppliers exhibition booths were initially made available” said Event Director Alex Vail who met with the venue in Singapore last week. “However, the huge growth in the Asian travel retail sector has been reflected in the demand for exhibition space and we have now increased that to 50 booths. We have worked closely with the venue to creating a larger space which will be bigger and more comfortable for our swelling delegate numbers.”

ARC Account Manager Mike Sawicki explains, “Our first Asia show in January had 21 exhibitors, so we planned for this event to feature a larger expo. What we hadn't expected was that demand from suppliers would match demand from airline and airport attendees. We had a waiting list for stands within a week of launching!”

The ARC2012 Asia-Pacific exhibition will feature many established travel retail brands (such as **Patrón Spirits**, **CRM Trading**, **Buckley Jewellery**, **Morgan & Oates** and **Gerard Bertrand**) as well as regional high-performers who are new to, or expanding their inflight market (such as **Fei Fah**, **AR.Alimentare**, **Travel Sim** and **GB Partners**). Further information about the exhibitors can be found online at <http://www.airlineretail.com/the-exhibition>.

To register, or for more information about ARC2012 Asia-Pacific, please call Shelly Guerrero on +44 20 7613 6959 or visit www.airlineretail.com.

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Notes for editors:

About The Airline Retail Conference

ARC. Shaping the future of inflight retail.

The Airline Retail Conference is the most focused networking platform for airline buyers and suppliers in the world. Through conferences, exhibitions and social events, ARC creates premium opportunities to build rewarding business relationships.

Since ARC first launched in 2007, over 1500 high-level delegates have attended this focused event, including representatives from almost all of the world's top 50 airlines and all of the major retail concessionaires.

ARC is the leading global conference for senior inflight professionals. We bring together chief executives, retail directors and ancillary revenue specialists from the world's leading airlines, to share knowledge and best practice in a professional networking environment.

Since Ink bought the conference in 2009, it has gone from strength to strength. Following demand from the Asia-Pacific region, the inaugural ARC event took place in January 2011 in Macau. This successful event hosted 18 speakers, 21 exhibitors, 4 sponsors and over 170 delegates. The 2011 London event was the largest in its four-year history, with 20 speakers, 51 exhibitors, 19 sponsors and over 400 delegates.

Each conference is accompanied by an exhibition blending the sector's leading brands with the newest companies and latest innovations in onboard retail, food, beverage and ancillary revenue streams. ARC is designed to be the best possible use of time for busy airline professionals.

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