

July 11, 2003

TO ALL INTERESTED PARTIES:

The Massachusetts Port Authority ("Authority"), owner and operator of Boston - Logan International Airport is seeking proposals for a commercial advertising concession at Logan International Airport, Black Falcon Cruise Terminals and the Logan Express sites from established and responsible business entities having demonstrated expertise in all aspects of commercial advertising concessions. The successful Respondent(s) shall have the non-exclusive rights, privileges and duties of a Concessionaire of commercial advertising concessions as further defined in this Request for Proposals ("RFP") and the Advertising Concession Agreement and shall be responsible for the design, fabrication, installation, maintenance and sale of advertising for commercial advertising displays and opportunities in each of the areas described in this RFP. The term of the Agreement shall be for a period of seven (7) years commencing January 17, 2004.

Sealed proposals will be received by the Authority at or prior to 12:00 noon local time on August 28, 2003 at the office of Mr. Michael Grieco, Assistant Secretary-Treasurer, Massachusetts Port Authority, Logan Office Center, One Harborside Drive, Suite 200S, East Boston, MA 02128-2909. Ten (10) copies of your proposal must be submitted at that time.

A proposal guarantee must be submitted with the proposal consisting of a proposal deposit in the amount of twenty thousand dollars (\$20,000) in the form of a proposal bond, or a certified check, or a treasurer's check, issued by a responsible bank or trust company, payable to the Massachusetts Port Authority in the name of the entity under which the Agreement for the concession is to be executed. The proposal deposit shall be (1) in a form satisfactory to the Authority; (2) with a surety company qualified to do business in the Commonwealth of Massachusetts and satisfactory to the Authority; and (3) conditioned upon the faithful performance by the principal of the agreement contained in this proposal invitation. Upon award of the contract, the Authority will return the proposal deposit to the unsuccessful Proponents.

By submitting a proposal, Respondent agrees that if the Authority makes an award to Respondent, the Respondent shall enter into an Advertising Concession Agreement in substantially the same form as the Draft Concession Agreement, which will be issued at the Pre-submission Conference. Certain terms of the Concession Agreement shall be completed in accordance with the terms of the successful proposal. If you have any objections to the wording contained in the agreement, do not change the wording. Please state the objections and suggest alternatives as an addendum to the proposal submission. Objections not stated will not be considered if you are awarded the contract. The Respondent to whom the Contract is awarded shall, within thirty (30) calendar days after receipt, execute the Concession Agreement. If the successful Proponent fails to enter into the Concession Agreement within thirty (30) days after receipt of the Agreement, the proposal deposit of \$20,000 shall be retained by the Authority as liquidated damages and not as a penalty.

The staff of the Authority will evaluate the competing proposals in each of the general categories in the RFP and will present to the Authority's Board of Directors the results of its evaluation with a recommendation for contract award.

The Authority will conduct a Pre-Submission Conference and site tour on July 24, 2003 at 11:00a.m. at the Human Resources Training Room, One Harborside Drive, Suite 200S, Logan International Airport, East Boston, Massachusetts 02128-2909. If you are interested in attending the Pre-Submission Conference please RSVP by 12:00 noon local time July 21, 2003 by faxing the attached RSVP form to (617) 561-1891. If you have problems faxing this form, please contact Ms. Megan Tallent in the Airport Business Office, (617) 561-1663.

The Authority is soliciting competitive proposals pursuant to a determination that such a process best serves the interests of the Authority and the general public and not because of any legal requirement to do so. The Authority reserves the right to accept or to reject any or all proposals, for any reason, to withdraw or amend this Request for Proposals at anytime, to initiate negotiations with one or more Respondents, to modify or amend with the consent of the Respondent any proposal prior to acceptance, to waive any informality and to effect any agreement otherwise, all as the Authority in its sole judgment may deem to be in its best interest.

Sincerely,
MASSACHUSETTS PORT AUTHORITY

Leah H. Teeven
Concession Account Manager