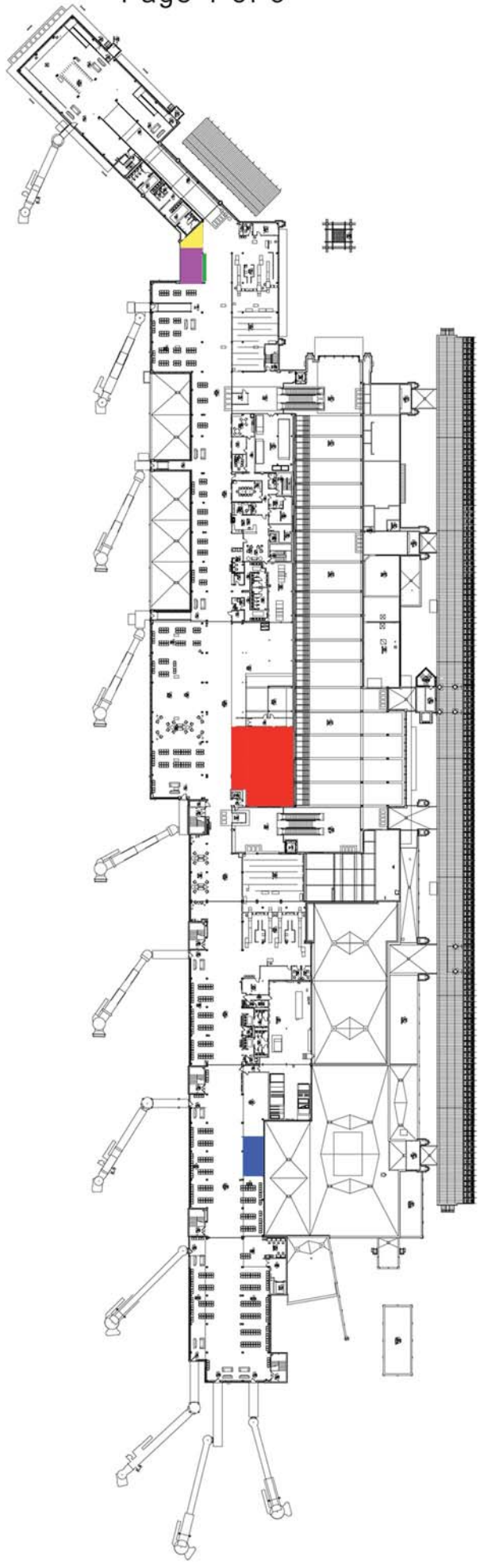


- CNBC News 604 SF
- Wisconsin Marketplace sales 2,273 SF, storage 737 SF
- CNBC News Kiosk 48 SF
- Paradies Storage 565 SF
- Paradies Storage 155 SF

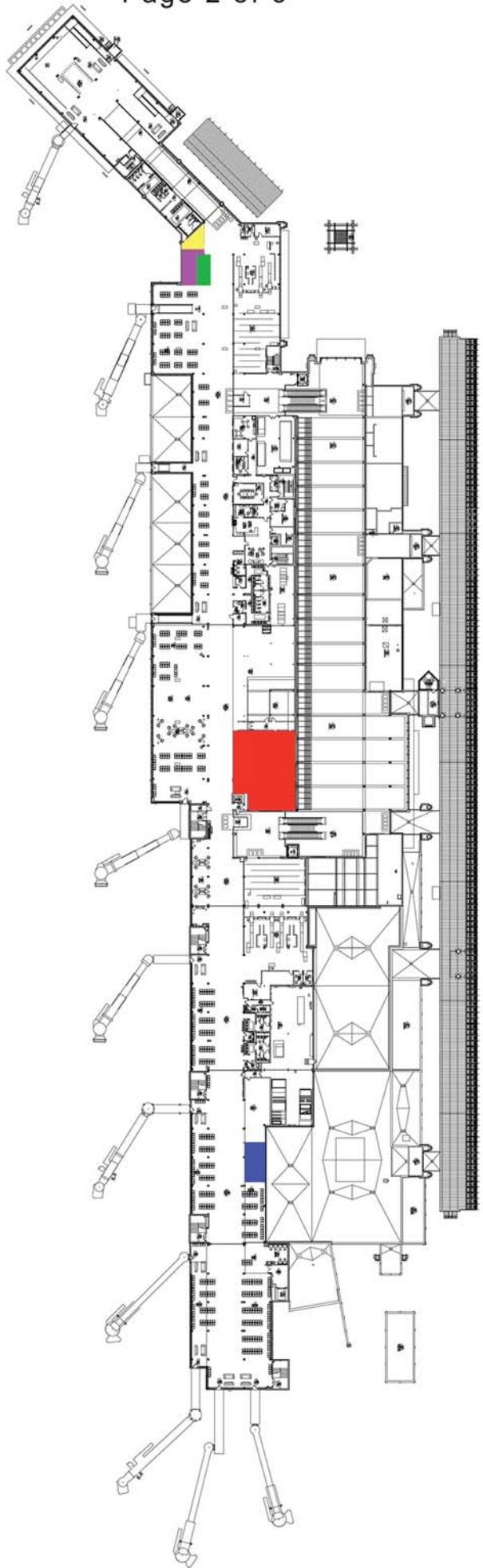


2nd Level Key Plan

Existing Concession Concepts



- CNBC News 604 SF
- Madison Xchange sales 2,273 SF, storage 737 SF
- Madison Xpress Kiosk 205 SF
- Paradies Storage 428 SF
- Paradies Storage 155 SF



2nd Level Key Plan

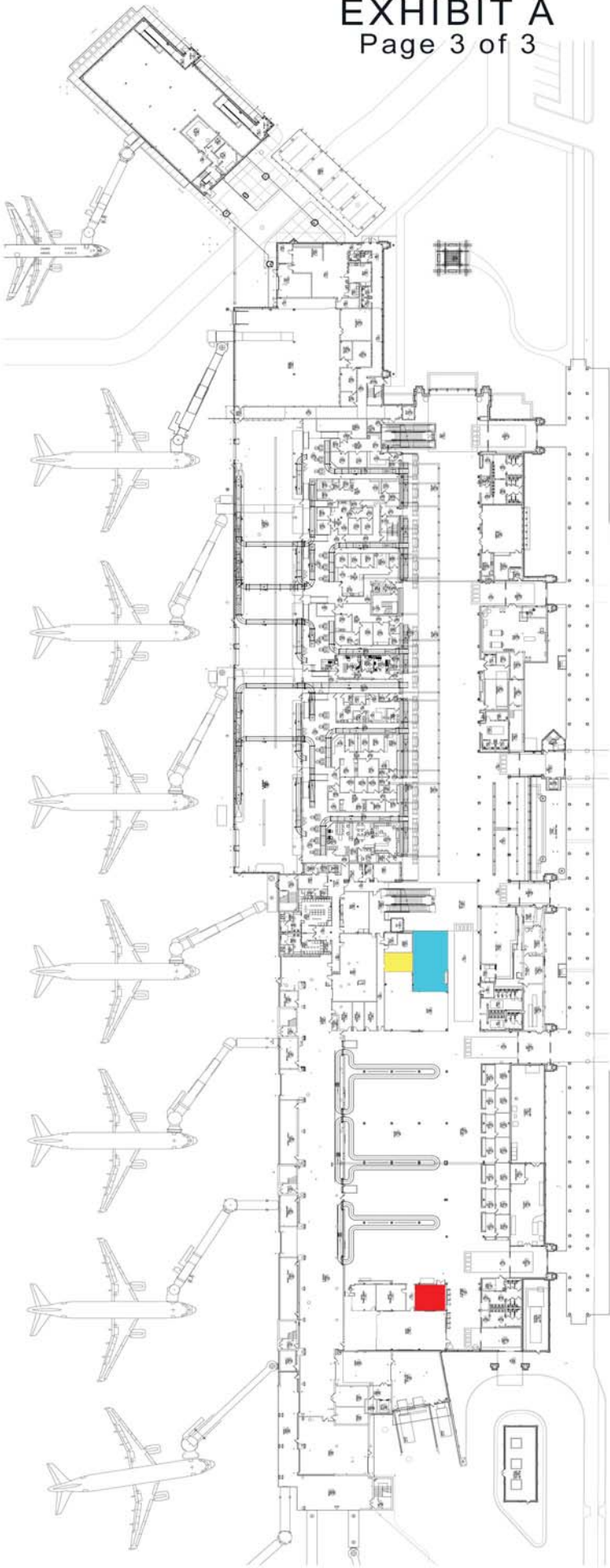
Proposed Concession Concepts



EXHIBIT A

Page 3 of 3

- Paradies Manager Office 284 SF
- Paradies Storage 446 SF
- Lake Country Travelmart 1,140 SF



1st Level Key Plan

Existing Concession Concepts
(location unchanged during lease term)



EXHIBIT B

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Madison Airport Price List

Newspapers	
<u>National:</u> USA Today USA Today Sports Weekly USA Today Specials Wall Street Journal Barron's New York Times Financial Times	\$1.00-\$6.00
<u>Local:</u> Wisconsin State Journal Milwaukee Journal Sentinel	\$1.00-\$2.00
Magazines	
Approximately 120 Magazine titles: Best Selling titles in the categories of General/Regional Interest, Weeklies/Bi-Weeklies/Tabloids, Sports, Science, Cooking, News, Business/Finance, Travel, Women's/Men's Interest, Fashion/Beauty, Home/Garden, Hobby, Automobile, Entertainment, Outdoor Activities, Computer, Men's Sophisticates, Ethnic/Urban, Puzzle/Activity, Teen Interest, and Specials to meet customer needs.	\$1.79-\$24.99
Books	
Approximately 75 Book titles in paperback and hardcover. Top 10 Best Selling titles in the categories of Fiction, Non-Fiction, Mystery/Thrillers, Romance, Science Fiction, Biography, Inspirational, Social Science, Politics, Life/Leisure, Travel, Guide Books, Maps, Children's, Young Adult, Puzzle/Activity, Gift books, Health/Wellness and more to meet customer needs.	\$4.99-\$49.99
Regional Books & Authors: Local book titles and authors including but not limited to cookbooks, history books, sports & local attractions.	\$4.99-\$49.99
Sundries, Convenience Items & Non-Prescription Drugs	
<u>Full Size Items including:</u>	
Pain Remedies	\$1.99-\$9.99
First Aid	\$2.99-\$7.99
Travel Sickness Remedies	\$1.99-\$8.99
Cough, Cold & Allergy Medicines	\$3.29-\$18.99
Stomach/Digestive/Hemorrhoid Remedies	\$1.99-\$11.99
Energy, Sleep, Relaxation Supplements	\$3.99-\$8.99
Feminine Hygiene Items	\$4.99-\$7.99
Vitamins & Nutritional Supplements	\$12.99
<u>Travel Size Items including:</u>	
First Aid	\$1.79-\$4.99
Pocket Facial Tissues	\$0.99 - \$1.19
Eye Care	1.99-\$5.79
Toothbrushes, Dental Floss, Toothpaste, Mouthwash	\$2.59-\$3.99

EXHIBIT B

Page 2 of 4

Shampoos and Hair Grooming Aids, Pocket Combs, Hairbrushes	\$2.99-\$4.99
Soaps, Deodorants	\$1.49-\$4.99
Shaving Creams and Disposable Razors	\$2.39-\$4.99
Feminine Hygiene Products	\$1.99-\$2.99
Baby Powder, Disposable Diapers, Similac Formula and Other Baby Care Products	\$2.99-\$6.99
ealt & Beaut id ccessories	
Lip Balms	\$1.99-\$6.99
Hand, Face, and Body Lotions	\$1.99-\$5.99
Lint Rollers, Stain Removers, Static Guard	\$2.99-\$5.99
Travel Pillow Program	
Travel Neck Pillows	\$14.99/2 for \$20
Travel Blanket	\$14.99/2 for \$20
Fashion/Print Neck Pillows and Blankets	\$14.99-\$19.99/2 for \$20-\$30
Snacks and Beverages	
Snacks and Cand	
Candy bars, breath mints, prepackaged nuts, candy and snacks	\$1.19-\$6.99
Crackers, cookies, chips, dried fruit, and trail mix	\$1.19-\$8.99
Salty Snacks including potato chips, tortilla chips, cheese puffs, pretzels and similar items	\$1.19-\$6.99
Premium Chocolates (Toblerone, Lindt & Ghirardelli)	\$1.99-\$19.99
Breakfast/Protein Bars	\$1.49-\$4.99
Healthy Snacks including Soy, Organic, Gluten-Free products	\$1.99-\$10.99
Beverages	
Premium Water in various sizes	\$2.59-\$4.99
20oz-24oz Bottled Water	\$2.19-\$2.59
1 Liter Bottled Water	\$2.69-\$3.49
Flavored Water (Coca Cola Products Only)	\$2.49-\$3.39
Carbonated Soft Drinks	\$1.89-\$2.49
Juices & Teas	\$1.89-\$3.99
Energy & Sport Drinks	\$2.29-\$5.29
Cold Coffee	\$2.25-\$2.49
To acco Products	
Assorted Cigarettes, Smokeless tobacco and electronic cigarettes	Market Price
Lighters	\$1.99
ewear & ccessories	
Foster Grant Eyewear	
Readers	\$16.99 - \$34.99
Sunglasses	\$16.99 - \$19.99
Luggage ccessories	
TSA Travel Locks	\$10.99-\$14.99
Luggage/Identification Tags/Straps	\$5.99 - \$10.99
Eye masks and Earplugs	\$5.99-\$14.99
Inflatable Neck rests	\$12.99-\$14.99

EXHIBIT B

Page 3 of 4

Carry On Bottle Sets	\$14.99
Travel Umbrellas	\$9.99
Lumbar Back Support	\$14.99
Travel Wallets	\$15.99
Foot Rests	\$16.99
Adapters	\$9.99-\$39.99
Regional and Local Gourmet Foods	
Gourmet foods produced from local vendors (fudges, popcorn, salsas, Jams, Jellies, nuts, spices, chili, and sauces)	\$4.99-\$24.99
Regional Gourmet Products with Name drops	\$5.99-\$29.99
Regional Novelty Candy	\$3.99-\$19.99
Adult Core & Regional Apparel Headwear	
Adult Core Short Sleeve Tees	2 for \$20/\$14.99
Adult Core Long Sleeve Tees	2 for \$25/\$16.99
Adult Regional Short and Long Sleeve Tees	\$16.99-\$29.99
Adult Hooded Fleece – Core and Regional	\$24.99 - \$49.99
Adult Headwear	\$14.99-\$29.99
Youth Core & Regional Apparel	
Youth Core Short Sleeve Tees	2 for \$20/\$14.99
Youth Core Long sleeve Tees	2 for \$25/\$16.99
Regional Youth Short and Long Sleeve Tees	\$16.99-\$29.99
Youth Fleece	\$19.99-\$29.99
Licensed Team Sports	
T-shirts – mens, women, children	\$16.99-\$29.99
Fleece / Outerwear – men's, women's	\$29.99-\$129.99
Souvenir – keychains, magnets, drinkwear, lanyards, etc.	\$4.99 - \$24.99
Headwear	\$16.99 - \$29.99
Regional Souvenirs & Gifts	
Souvenir Drinkware	\$4.99 to \$19.99
Souvenir Key Chains and Magnets	\$3.99 to \$12.99
Souvenir Snowglobes or Laserglobes	\$9.99-\$24.99
Souvenir Pen/ Pencils	\$.99-\$6.99
Playing Cards	\$3.99-\$4.99
Souvenir Mints	\$3.99
Postcards	\$.75-\$.99 Buy 3 get one free
Souvenir Lighters	\$1.99
Silver Collectibles (Spoons, bells, thimbles)	\$6.99 - \$12.99
3D Bookmarks	\$5.99 or 2 for \$10
Voo Doo Dolls	\$9.99
Quotable greeting cards & magnets	\$3.50 to \$5.99
Journals	\$9.99 to \$24.99
Gifts	\$7.99-\$59.99
Totals	

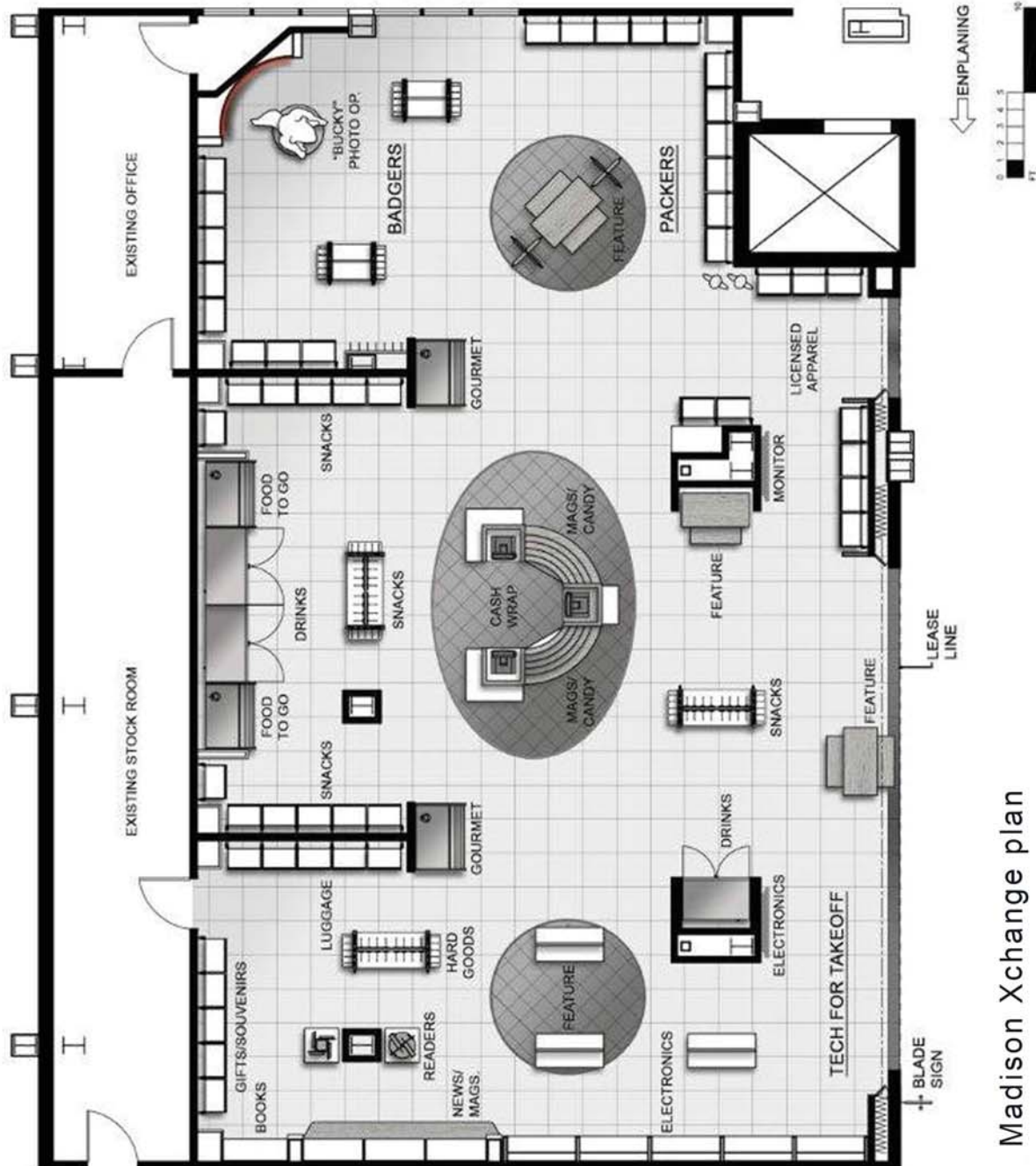
EXHIBIT B

Page 4 of 4

Activity Books	\$4.99 - \$19.99
Plush	\$8.99- \$24.99
Aviation Toys	\$4.99-\$19.99
Trend Toys	\$4.99 - \$29.99
Electronics	
Emergency and travel power sources for cell phones, Smartphones, and Tablets including, but not limited to Android, iPhone, iPod, iPad and more. Brands include Mophie, DigiPower, Otterbox and more	\$14.99-\$119.99
Alkaline and Lithium Batteries- AA, AAA, and others in assorted brands and sizes to meet reasonable public demand	\$5.99-\$9.99
Earbuds and Headphones (including brands such as Sony, Skullcandy, JVC, iLuv, Panasonic, Sennheiser and more) Includes sport models, in ear, mic/remote functionality, and more	\$12.99 - \$99.99
Noise Cancelling Headphones	\$69.99-\$79.99
Plugs, Ports, Splitters and Connection accessories for most devices including Android, iPod, &iPad	\$9.99-\$29.99
International Travel Adapters and converters	\$24.99-\$44.99
Accessories for iPhones, iPad, Android, Computers & more	\$14.99-\$49.99
Pre-paid International Phone Cards	\$14.99

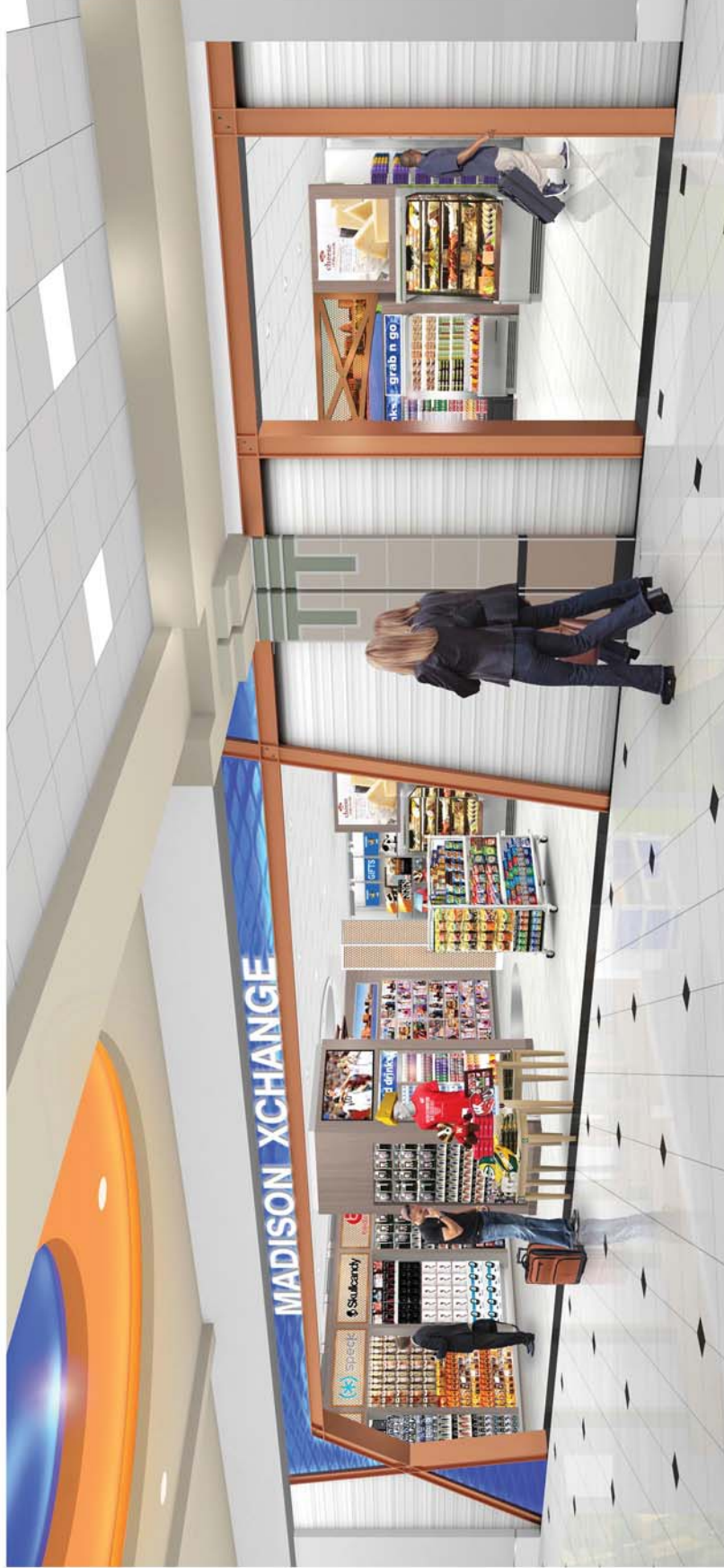
EXHIBIT C

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Madison Exchange plan

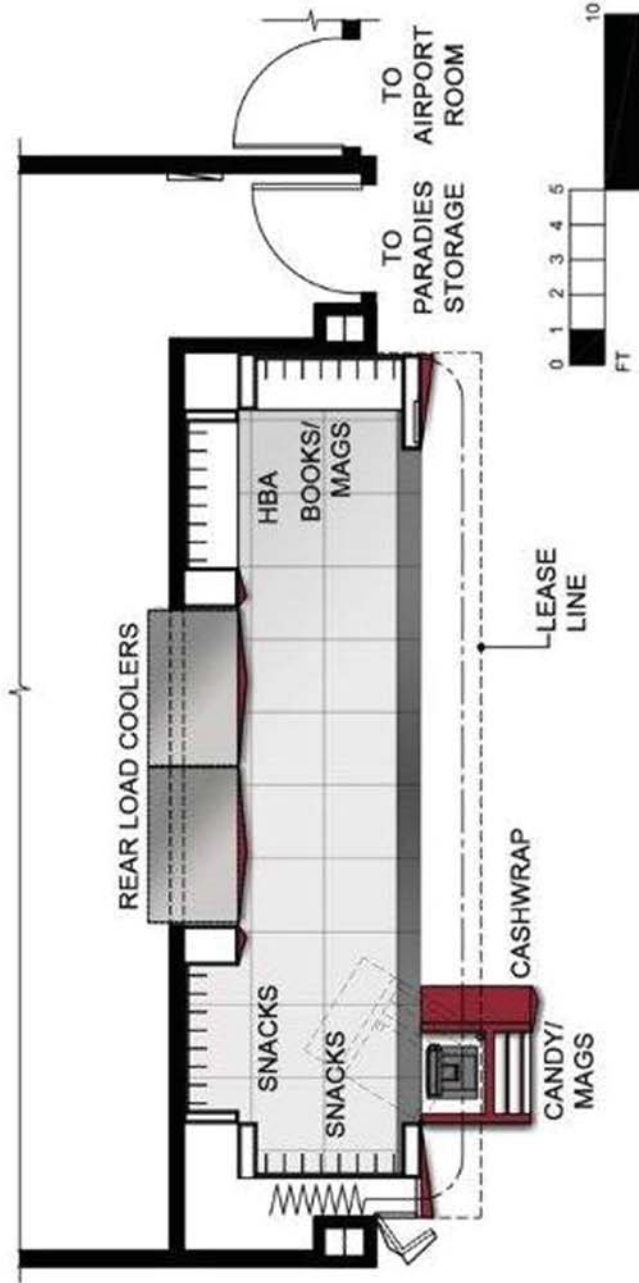




Madison Xchange



Madison Xchange



Madison Xpress plan



Madison Xpress

Lake Country Travelmart Improvements

- ◆ Relocate Snacks & Beverage categories to improve passenger exposure
- ◆ Repair/Replace all lighting fixtures with energy efficient LED fixtures
- ◆ All store fixtures and surfaces will be touched up and cleaned
- ◆ Replace all shopworn display fixtures
- ◆ Inspect/Repair/Clean security doors
- ◆ Repair cracked and missing floor tile & trim

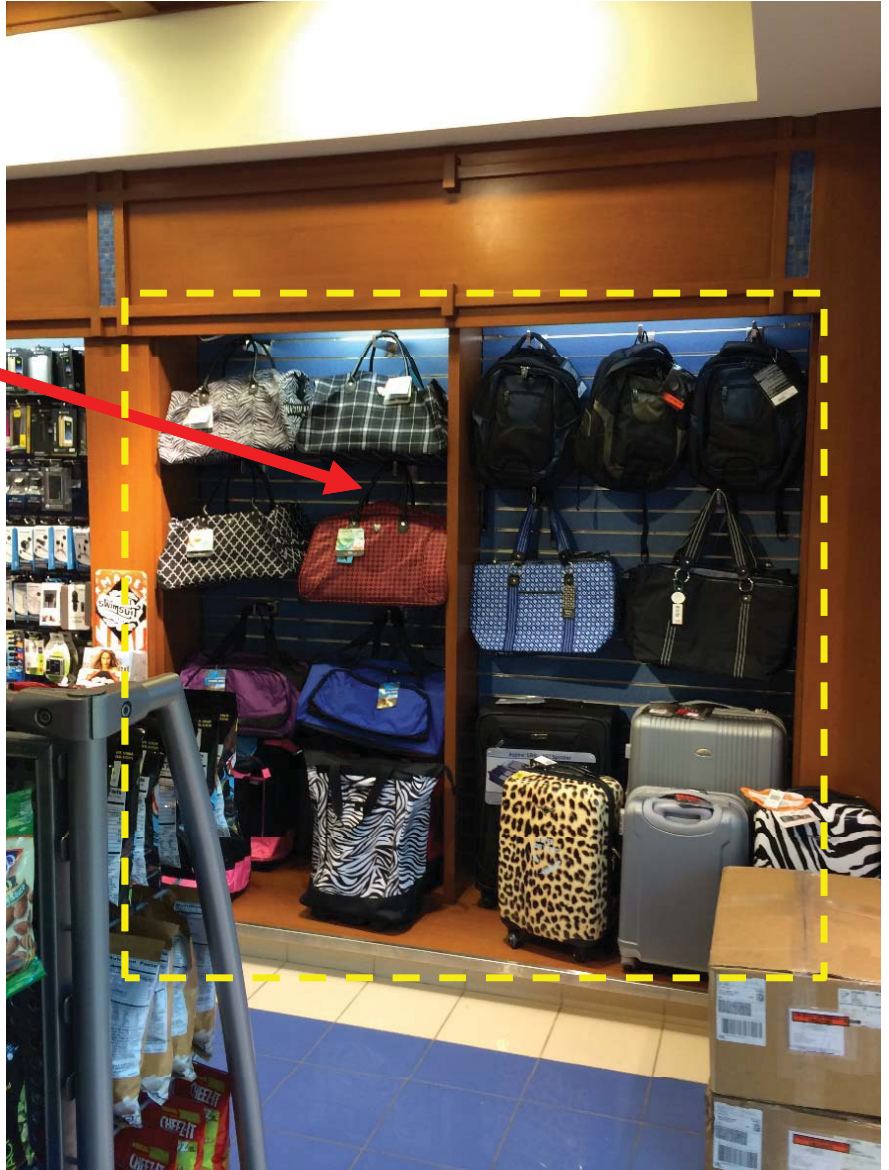
Lake Country Travelmart Improvements

Remove coolers and replace entire millwork section with new, Opto merchandise display fixtures



Lake Country Travelmart Improvements

Remove existing millwork to create new cooler location



Lake Country Travelmart Improvements

Repair and re-stain
marred millwork
throughout the
store



Lake Country Travelmart Improvements

Professionally
clean and re-lamp
storefront signage

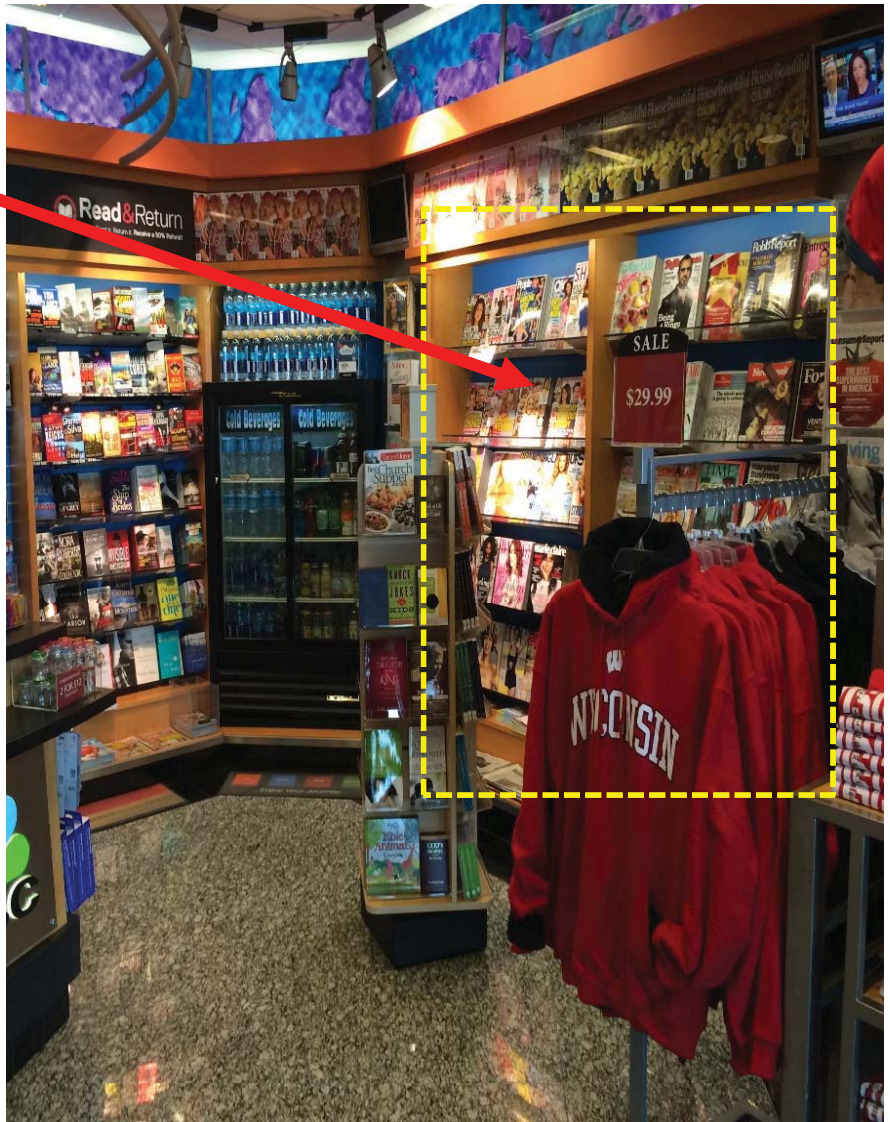


CNBC Improvements

- ◆ Relocate Snacks & Beverage categories to improve passenger exposure
- ◆ Repair/Replace all lighting fixtures with energy efficient LED fixtures
- ◆ Replace outdated AV equipment
- ◆ Replace table sets and all shopworn display fixtures
- ◆ Repair cracked and missing floor tile & trim
- ◆ Inspect/Repair/Clean security doors

CNBC Improvements

- ◆ Remove millwork in these two wall sections
- ◆ Relocate and add a second cooler to this section
- ◆ Fabricate & install new header over coolers



CNBC Improvements

- ◆ Remove two small monitors
- ◆ Replace with CNBC peacock logo
- ◆ Add slat wall



CNBC Improvements

Professionally
clean and re-lamp
storefront signage

