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## **BAA RETAIL HIRES GCI FOR TERMINAL 5**

London, UK (29 September, 2006) – GCI London has been appointed by BAA Retail the world's largest airport authority to support the trade, consumer and retail communications plans for the run up to the launch of Terminal 5 at Heathrow Airport.

Working with Katie Breckenridge, Retail Marketing Manager for Terminal 5, GCI will target both trade and consumer media in the UK and across the globe to communicate the Terminal 5 retail offering, which will offer travellers a breakthrough retail experience and approach when it opens at 4am on March 30 2008.

Mark Cater, CEO of GCI UK, comments, "Opportunities to work on a landmark project like Terminal 5 are few and far between and we are extremely excited with the opportunity. Terminal 5 will offer a real point of difference and provides us with many options to communicate with a global audience."

Colin Hargrave, Managing Director, UK Airport Retail at BAA says,

"We chose GCI for their strategic, creative approach as well as their detailed knowledge of the retail arena. Over the past few years, GCI has delivered award winning campaigns for us and we believe that they are the right agency to manage the Retail PR launch for Terminal 5"

GCI currently supports BAA's summer celebrity campaigns and is finalising a forthcoming Christmas shopping project with Channel 5 style gurus, Colin and Justin.

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### About GCI

GCI London is part of GCI Group, a leading global public relations firm with offices throughout North America, Europe and Asia and is part of the WPP Group, one of the world's largest communications services groups. Among its roster of clients are major Fortune 500 companies, including Dell, Genentech, Intercontinental Hotels Group, Merck, Microsoft and Starbuck's. GCI distinguishes itself through its focus on making the business case for communications because today, more than ever, communications objectives must align with clients' business objectives.

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