



Tecate Store Opening

Press Release

NOW THERE ARE 10! BAJA DUTY FREE CONTINUES EXPANDING INTO NEW FRONTIERS

Tecate is the new home to the company's tenth duty free store

Tecate, CA - December, 18, 2012 – Expansion is a good indicator of a company's success and Baja Duty Free which is known for being a leader in the tax free retail industry, has opened the doors to its tenth store in Tecate, California. Baja's newest location, at 404 Tecate Road, is now the place where quality products can be found at low prices, and a convenient location.

"Baja Duty Free's clients are its priority; therefore, we continue to expand in order to better serve the communities on both sides of the border. We seek to provide quality, world- know brands and moderate prices for all those who cross the border. Baja California welcomed our company 23 years ago and it is a privilege to be able to attend the needs of the community of Tecate," said Elisa Castro, Vice President of Retail.

The new store has a variety of excellent product options while keeping its commitment of providing the exceptional service that Baja Duty Free is known for. "Tecate is a great city and it's our pleasure to be able to provide our services to this wonderful community that has kindly welcomed us," said Karina Coronel, Store Manager for Baja Duty Free in Tecate.

This location is the 6th store Baja Duty Free operates along the border between Baja California and the United States. The 1,786 sq. ft. store will provide shoppers with a variety fine quality spirits, beer, perfumes and accessories for both men and women at low tax free prices. Baja Duty Free currently has nine additional stores on the border between Mexico and the U.S., including three in San Ysidro; one in Otay Mesa and one in Calexico; and four more located in Texas: Laredo, Eagle Pass, Brownsville and El Paso.

Baja Duty Free Tecate is open Monday through Saturday, from 9:00 a.m. to 8:00 p.m. and on Sunday, from 10:00 a.m. to 5:00 p.m.

