



Fairn & Swanson, Inc.

Vol. 08-201  
April 2008

# News Flash

**International Retailer, Wholesaler & Distributor  
of Premium Duty Free Products**

## NEW BAJA STORE!

Fairn & Swanson's retail division, Baja Duty Free, celebrated the opening of its newest store in Laredo, Texas. The 1,300 square foot store opened its doors last December and the Grand Opening took place on February 12th, 2008.

F&S currently operates seven stores along the U.S.-Mexican border. "This new addition to the Baja family is a strategically important location", stated Vice President of Retail Operations Elisa Castro. "We see considerable sales potential for us in this market".



The Baja stores have experienced success by developing friendly and consistent service for customers. This store is part of the continuing plan of F&S to expand along the Texas border.

From right to left: Raul Gonzalez Salinas, Mayor of Laredo, TX and Wolfgang Uhig, F&S President & Owner

### Hot Articles

- New CEO
- East Coast Operations
- New look for Eagle Pass store
- Baja Co-op programs

Visit our website: [www.fairn.com](http://www.fairn.com)

## NEW CEO FOR F&S

Wolfgang Uhlig, President and Owner of Fairn & Swanson, Inc. has named Achim Fritzen Chief Executive Officer (CEO). Achim began working with F&S in September of 2000 as Vice President of Finance, in 2001 he was named Chief Financial Officer and in March 2003 he was also named Chief Operations Officer. With this change the existing Senior Management Team Anna Oppedisano, Vice President of Human Resources, Elisa Castro, Vice President of Retail Operations and Rene Terbeek, Vice President of Sales and Vendor Relations will report directly to Achim. Wolfgang Uhlig will continue to fulfill the position of President of Fairn & Swanson, focusing on the strategic direction and long-term goals of the company.



Achim Fritzen  
F&S CEO



## F&S OPENS EAST COAST IN-BOND OPERATIONS

Starting in the fall of 2007, Fairn & Swanson has been operating its own distribution center at the Fort Lauderdale Foreign Trade Zone. F&S's in-bond Florida operation now supplies some 60+ cruise vessels on a weekly basis with a wide variety of bonded products. In addition, F&S continues to provide non-bonded products to vessels and crews in Florida ports through its partnership with Berg & Stephens. According to Rene Terbeek, Vice President of Sales and Vendor Relations, "the Florida warehouse is an important step for Fairn & Swanson to be a true Coast-to-Coast, full service provider to cruise lines and other national and international customers."

## NEW LOOK IN EAGLE PASS

The Baja store located in Eagle Pass, Texas underwent a major remodel project in 2007. According to Carlos O'Connor, Operations Manager for the Baja stores, "the plan was to update the look of the store by creating more areas for personalized fixtures and wall units. The most important aspect was to make the store more friendly and accessible to the customers."



Eagles Pass, TX Store



# News Flash

## Baja Co-op Programs

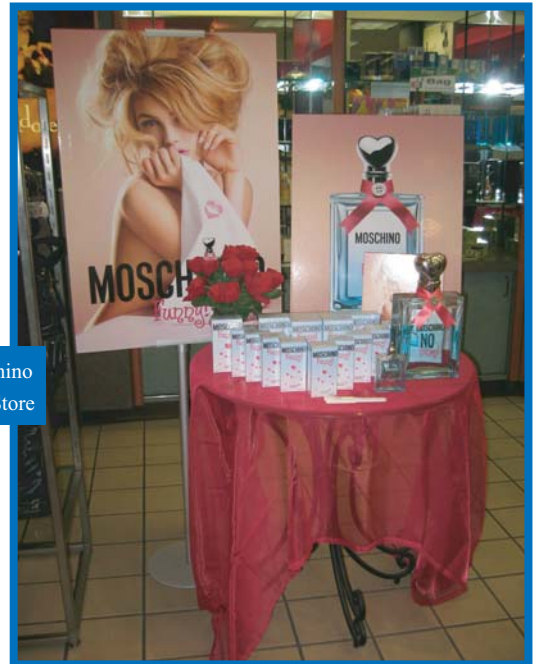
For several years now Baja has been working closely with suppliers on various promotional programs. We greatly appreciate your continued support. Thank you!



Absolut Disco  
Trolley Store



Crown Royal  
Brownsville Store



Funny by Moschino  
Border Village Store



Ange ou Demon by Givenchy  
Las Americas Store