



Otay Store Opening

Press Release

BAJA DUTY FREE EXPANDS ITS FRONTIERS

BAJA opened its doors in Otay to fulfill the needs of this dynamic region

SAN DIEGO, CA – November 16, 2012 – Baja Duty Free has always distinguished itself for being a leader in the duty free industry as well as for its commitment of providing excellent customer service, products and promotions to the community it serves. Baja Duty Free is proud to announce that on November 7th, they officially opened their doors to the public at 2455 Otay Center Drive in Otay Mesa.

“We are proud to be able to better serve the community that has shown its preference to our stores since we were established in 1989. Opening our new location in Otay Mesa is part of our commitment of fulfilling the needs of our loyal clientele from both sides of the border and to drive the economy of this rapidly growing region”, said Elisa Castro, Vice President of Retail Operations.

Baja, as it is commonly known, is a synonym of great promotions, quality, and excellent service. “I’m very excited to be part of the company’s expansion”, said store’s manager Sarahi Alcaraz, who has been with Baja Duty Free since 2006. “We invite the community to visit our new location so they can see and enjoy all the wonderful products we offer”, she added.

The new 2,640 square foot store marks the fifth location that Baja Duty Free has opened along the border with Baja California. Shoppers will find a variety of tax free quality products, including the world known brands of sprints, beers, fragrances and accessories for both men and women. This location makes the 9th store Fair & Swanson operates along the border between Mexico and the United States. The other stores are located as follows, three in San Ysidro; one in Calexico; and four in Texas: Eagle Pass, Brownsville, Laredo and El Paso.

Business hours at the new Baja Duty Free store in Otay will be Monday thru Saturday, from 9:00 a.m. to 8:00 p.m., and Sundays from 9:00 a.m. to 5:00 p.m.

