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FIRST OF ITS KIND LUXURY LAKE YACHT RENTALS TO BE INTRODUCED AT LAKE POWELL

Reservations Open Today for Axiom Star Rentals

PAGE, Ariz. –Jan. 8, 2014 – A new level of luxury is coming to the waters of magnificent Lake Powell with the addition of the new Axiom Star fleet, a one-of-a-kind collection of lake yachts. Beginning today, guests can book a seven-night summer vacation on one of Lake Powell Resorts & Marinas' new lavish Axiom Star lake yachts.

"We are excited to offer our guests the opportunity to explore Lake Powell aboard a luxury lake yacht. We believe our new fleet will change the future of the boating vacation experience," said Bruce W. Fears, president of ARAMARK Parks and Destinations.

The 65-foot Axiom Star fleet is available for a minimum seven-day rental during the summer and a minimum five-day rental for the rest of the year. The vessels are designed as an ultimate indulgence with all the amenities of a high-end home. Every Axiom Star lake yacht features four staterooms, sleeping eight for the utmost intimacy. Each room has a queen size bed, flat-screen television and DVD player. The remainder of the boat is comprised of two bathrooms, a sitting room with a tracking satellite TV system and surround music system.

The kitchen is truly state-of-the-art with full size stainless steel appliances including a refrigerator, gas range, dishwasher and a microwave. Other creature comforts such as a sofa with chaise, seven-piece dinette set, deluxe wet bar, and mini fridge with icemaker, are included. Upstairs, a screened in upper deck offers panoramic views of Lake Powell while providing privacy for guests. The deck includes a wet bar, barbeque, television and patio furniture for the perfect day relaxing on the lake.

In addition to living amenities, a trip on an Axiom Star also has all the essentials needed for fun on Lake Powell. Guests will enjoy stunning views and starlit skies from the 250-gallon hot tub fitting up to eight people and splashing into the lake from the water slide on the top deck. A rental of the well-appointed lake yacht also includes the guest's choice of powerboat, perfect for exploring all of the magnificent lake's nooks and crannies, or two personal watercrafts for exciting water adventures.

Piloting services are included in every Axiom Star rental. Trained marina staff will navigate your journey, anchoring the boat at the beach of your choice. With nearly 2,000 miles of shoreline at Lake Powell, there are plenty of beaches from which to choose.

"There is new energy and excitement at Lake Powell with the arrival of the Axiom Star vessels," said Eric Johnson, vice president of operations at Lake Powell Resorts and

Marinas. “With its’ stunning natural splendor, Lake Powell is the ideal setting for this type of luxurious experience.”

To be among the first to experience an Axiom Star voyage, visit www.lakepowell.com/axiom-star or call 888-896-3829. For the latest news and information, like us on [Facebook](#) or follow us on [Twitter](#).

About Lake Powell Resorts & Marinas

Lake Powell Resorts & Marinas provides houseboat and powerboat rentals, lodging and scenic tours. For more information or to book a houseboat vacation, call (888) 486-4665 or visit www.lakepowell.com. Lake Powell Resorts & Marinas, managed by Aramark, is an authorized concessioner of the National Park Service, Glen Canyon National Recreation Area.

About Aramark Parks and Destinations

Aramark Parks and Destinations, a division of Aramark, delivers authentic and memorable experiences at national and state parks, national forests, conference centers, specialty hotels, museums and other tourist destinations throughout the United States. In partnership with its clients, Aramark Parks and Destinations seek to enhance the guest experience by offering industry-leading hospitality, environmental stewardship, recreational and interpretive programs. For more information, visit www.aramarkparksanddestinations.com or follow us on Twitter [@TravelAramark](#).

About Aramark

Aramark (NYSE: ARMK) delivers experiences that enrich and nourish people’s lives through innovative services in food, facilities management, and uniforms. United by a passion to serve, our more than 270,000 employees make a meaningful difference each day for millions of people in 22 countries around the world. Aramark is recognized among the Most Admired Companies by FORTUNE and the World’s Most Ethical Companies by the Ethisphere Institute. Learn more at www.aramark.com or connect with us on [Facebook](#) and [Twitter](#).

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