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NEWS

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ARAMARK PARKS AND DESTINATIONS LAUNCHES NEW WEBSITE

PHILADELPHIA, PA (August 16, 2010) – ARAMARK Parks and Destinations, a leading provider of hospitality, dining and lodging services at national and state parks, national forests, specialty hotels, museums, and other tourist destinations throughout the United States, has launched a new user-friendly website, www.aramarkparksanddestinations.com, that takes clients, employees and travelers on a tour of the company's capabilities and experiential programs.

Through the website, visitors have a centralized gateway to access each of ARAMARK Parks and Destinations' property-specific websites. The focal point of the site is an enhanced and easy to navigate interactive map allowing visitors to browse locations and venues managed by ARAMARK, as well as conduct a customized search for destinations based on geographical location and desired experience and services.

The roll out of the revamped main portal is the culmination of a broader strategy to enhance the company's online presence by improving functionality and illustrating the leisure, adventure and interpretive activities available across its portfolio. All of the changes are the direct result of customer feedback. Earlier this year, ARAMARK Parks and Destinations began overhauling websites for each of its properties.

To date, the websites for [Lake Powell Resorts & Marinas](#), [Denali Park Resorts](#), [Glacier Bay Lodge & Tours](#), [Olympic National Park & Forest](#), [Shenandoah National Park](#), [Mesa Verde National Park](#), [Zephyr Cove Resort and Lake Tahoe Cruises](#), [Togwotee Mountain Lodge](#), and [Asilomar Conference Grounds](#) have been re-designed. Since launching these websites, online bookings have increased over prior years, due to improved content, usability and overall customer experience.

“The re-launch of our properties’ websites is part of our continuing investment in the customer experience, which often begins with the online research and planning process,” said Sandy Heilman, vice president of marketing, ARAMARK Parks and Destinations. “The main site is an ideal resource for visitors to learn more about the services, opportunities and authentic experiences we offer at our parks, resorts and other destinations.”

Other enhancements to www.aramarkparksanddestinations.com include highlighting the company’s [social responsibility](#) and [environmental stewardship](#) programs, and travel, tourism and hospitality association [partnerships](#), as well as a section for [travel and meeting planners](#) to organize group tours, corporate retreats and social affairs, and a [photo gallery](#) with new, high-resolution images.

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, specialty hotels, museums, and other tourist destinations throughout the United States. In partnership with its clients, ARAMARK Parks and Destinations seeks to enhance the guest experience by offering industry-leading hospitality, environmental stewardship, recreational, and interpretive programs. Visit www.aramarkparksanddestinations.com for more information.

About ARAMARK

ARAMARK is a leader in professional services, providing award-winning food services, facilities management, and uniform and career apparel to health care institutions, universities and school districts, stadiums and arenas, and businesses around the world. The company is recognized as one of the "World's Most Ethical Companies" by the Ethisphere Institute, as the industry leader in FORTUNE magazine's "World's Most Admired Companies," and as one of America's Largest Private Companies by both FORTUNE and *Forbes* magazines. ARAMARK seeks to responsibly address issues that matter to its clients, customers, employees and communities by focusing on employee advocacy, environmental stewardship, health and wellness, and community involvement. Headquartered in Philadelphia, ARAMARK has approximately 255,000 employees serving clients in 22 countries. Learn more at the company's Web site, www.aramark.com, or www.twitter.com/aramarknews.

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