



ARAMARK School Support Services

Background Information: Nutrition ReLoad.05

ARAMARK School Support Services (SSS) provides foodservice management to over 420 school districts, representing more than 4,000 K-12 public and private schools throughout the United States.

ARAMARK SSS is dedicated to providing nutritious, healthy food to the students it serves and has provided the K-12 market with quality food service programs for over fifty years.

ARAMARK SSS helps improve the overall educational and work experience of students, faculty, and staff by increasing student meal participation, providing nutrition awareness, improving operations, boosting student satisfaction and achieving cost reductions.

ARAMARK's *Nutrition ReLoad.05* for the K-12 market includes the following programs:

12 Spot and U.B.U. Lounge: The 12 Spot and U.B.U. Lounge are research-based brands designed to reflect the habits, choices and nutritional requirements of today's tweens and teens. The new brands feature healthy new menu items as well as invigorating lunchroom environments that include bright colors painted on the walls, fun food packaging, new lighting and music, updated and creative merchandising materials and casual uniforms worn by the food service team.

FUEL: The FUEL campaign is aimed at making school lunch "cool" and relevant to secondary level students. It also provides an additional vehicle to carry our nutrition awareness messaging throughout the campus. Energy, friends, value, and the effects of skipping lunch are the 4 key themes that support FUEL. The materials include healthy living messaging, healthy meal deals and promotions, and a website that also holds Treat Yourself Right (TYR) tips, links to nutrition resource sites, and video clips of celebrities speaking to the importance of eating right.

One World Café: This dining solution targeted at younger students provides fresh and nutritious food, attractive merchandising and fun promotions programs.

Spike: Spike is ARAMARK's elementary level nutrition mascot who has a regular presence in our districts through monthly premium program, videos, live shows, and lesson plans with activity sheets that can be used by the teaching staff and onsite food service staff.

American Diabetes Association School Walk for Diabetes: ARAMARK is proud to partner with the American Diabetes Association and support this educational, school fund-raising program that promotes community service, school spirit and healthy living to students. Participants learn about diabetes and ways to prevent the disease by eating right and exercising regularly. Students raise money for diabetes research, information and advocacy.

A.P.P.L.E.S. (Activity Plans Providing Learning Experiences for Students): A.P.P.L.E.S. features lesson plans and learning experiences that districts' teaching staff and onsite food service staff can leverage for customized nutrition awareness programs. Topics include: MyPyramid, Nutrition for Sports and Exercise, Meal Planning, and Nutritional Resources for Adults.

USDA School Breakfast and Lunch programs: Our food service includes breakfast and lunch under the USDA School Breakfast and Lunch Programs as well as catering programs produced onsite or delivered from a central kitchen.

Treat Yourself Right (TYR): This secondary level awareness communication program focuses on reinforcing a healthy lifestyle message through flyers, activity journal, menu identifiers, and health fairs.



NEWS RELEASE

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ARAMARK GETS STUDENTS IN *TUNE* WITH GOOD NUTRITION DURING NATIONAL SCHOOL LUNCH WEEK

PHILADELPHIA, October 11, 2005 – ARAMARK (NYSE:RMK), a world leader in managed services, is teaching children about healthy eating habits and nutrition during National School Lunch Week, October 10-14, 2005. The theme this year is “*School Lunch: It’s Instrumental.*” ARAMARK provides food service to over 420 school districts nationwide and serves nearly 350 million meals annually to K-12 students.

“National School Lunch Week is an annual opportunity for ARAMARK and its district partners to celebrate our commitment to healthy lifestyles,” said Jeff Wheatley, President, ARAMARK Education, School Support Services. “We are dedicated to providing students with nutritious meal options to help optimize their ability to learn.”

In honor of this year’s National School Lunch Week, ARAMARK has developed nutrition-related educational tools, posters, banners, letters to parents, advertisements in school papers, public address announcements, and graphics to communicate the importance of adopting a healthy lifestyle. ARAMARK-managed school districts will be heralding National School Lunch Week in a variety of ways. A few examples include:

- St. Louis Public Schools (MO) is featuring a “Build a Crazy Sandwich Bar” allowing middle and high school students to build their own sandwiches.
- Murrell Dobbins Career and Technical High School in the School District of Philadelphia (PA) is hosting an International Guest Chef from Belgium as part

of ARAMARK's international exchange program. The chef will showcase his cooking techniques to the school's culinary students.

- Spike®, ARAMARK's nutrition mascot, is visiting various school districts to encourage elementary students that eating a nutritious lunch will help them gain the energy they need to succeed at their favorite activities inside and outside of the classroom.
- At Lewisville Independent School District (TX), students who purchase a well-balanced lunch will receive a Spike® coloring sheet to participate in a coloring contest for a chance to win gift cards.
- High School principals and the ARAMARK team at Lubbock Independent School District (TX) are hosting *Treat Yourself Right* nutrition booths to provide students with information about the new food guide pyramid and portion size displays.

Established by former President John F. Kennedy in 1963, National School Lunch Week helps raise awareness of and build support for the role played by school food service and nutrition programs in the lives of American children.

Much has changed in school food service since that proclamation in the 1960s. ARAMARK is doing its part to shatter some old misconceptions of the school cafeteria experience.

These days, students are lining up for Meatball Bombers, Beef-a-yaki, Chicken Grande, and Santa Fe Turkey. Additionally, students are enjoying new colors infused throughout the lunchroom, sophisticated lighting, new food packaging, and student lounge areas, complete with furniture, music and graphics in ARAMARK's 12 Spot and U.B.U. Lounge. These research-based programs were designed by ARAMARK to encourage middle and high school students to enjoy a nutritious dining experience at school while providing them with recipes that have been created to meet strict nutritional standards and options they want. These programs are extremely successful at ARAMARK-managed school districts across the country and were selected as a 2005 winner in *Nation's Restaurant News* magazine's MenuMasters Award for Best On-Site Operator Menu.

ARAMARK's focus on nutrition awareness helps students make informed, well-balanced choices whether eating in or outside of school.

For younger students, ARAMARK calls on the help of One World Café, a dining solution that combines updated, kid-tested recipes with colorful graphics and promotions so students enjoy fresh and nutritious food in an exciting, colorful setting more like the places they eat outside of school.

For secondary-level students, ARAMARK recently launched the FUEL campaign, intended to help shift the student perception of school lunch by making it "cool" and relevant to them. Tapping into the unbridled enthusiasm and motivation of youth, FUEL promotes nutritional awareness throughout the school with advertisements, posters, PA announcements, decals, notepads, stickers and an interactive Web site, www.FUEL4me.com.

Initiatives such as One World Café and FUEL help increase student participation in school meals and promote nutrition education so young minds are properly fueled for learning.

ARAMARK Education provides a complete range of food, facility, uniform and other support services to more than 650 K-12 school districts in the U.S. It offers public and private education institutions a family of dining and facility services including: on-site and off-site breakfast and lunch meal programs, after-school snacks, summer and adult feeding, catering, nutrition education, retail design and operations, maintenance, custodial, grounds, energy management, construction management and building commissioning. For more information on ARAMARK's K-12 food service programs, please visit www.aramarkschoolfood.com.

About ARAMARK

ARAMARK Corporation is a world leader in providing award-winning food and facilities management services to health care institutions, universities and school districts, stadiums and arenas, and corporations, as well as providing uniform and career apparel. ARAMARK was ranked number one in its industry in the 2005 FORTUNE 500 survey and was also named one of "America's Most Admired Companies" by FORTUNE magazine in 2005, consistently ranking since 1998 as one of the top three most admired companies in its industry as evaluated by peers.

Headquartered in Philadelphia, ARAMARK has approximately 242,500 employees serving clients in 20 countries.

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ARAMARK REFUELS EFFORTS TO ENCOURAGE

HEALTHY EATING IN SCHOOLS:

CAMPAIGN AVAILABLE TO OVER 4,000 SCHOOLS

PHILADELPHIA, September 13, 2005 – Just in time for school, ARAMARK (NYSE: RMK) has announced FUEL, a communication campaign to increase nutritional awareness for “tweens” (grades 6-8) and teens (grades 9-12) during the 2005-2006 school year. ARAMARK provides food service to over 420 school districts nationwide.

FUEL is intended to help shift the student perception of school lunch by making it “cool” and relevant to them. Tapping into the unbridled enthusiasm and motivation of youth, FUEL promotes nutritional awareness throughout the school with advertisements, posters, PA announcements, decals, notepads, stickers and an interactive Web site, www.fuel4me.com.

“We are dedicated to fueling student achievement by providing students with fun, nutritious meal options in a stimulating environment,” said Carolina Lobo, Vice President, Marketing, ARAMARK School Support Services. “ARAMARK has long been dedicated to promoting awareness about the importance of eating lunch. Students need to psychologically and physically refuel in order to be successful inside and outside of the classroom.”

ARAMARK’s FUEL Program incorporates the following themes:

- The “Big Energy” theme focuses on helping students recognize food as a source of fuel for achievement. Students know what items they have to choose from in the cafeteria, but it is vital that they know about the nutritional benefits of selecting certain items. Positioning the benefits around activities the students are interested in—sports, studying, hanging out with friends—makes the idea of eating lunch at school far more relevant.
- “Chat Room” highlights the best parts of the lunch period for most students: friends and socializing. ARAMARK research shows that 93 percent of high school students want to spend time with friends during lunch. ARAMARK dining rooms are vibrant, cool places where students are encouraged to talk to friends. This strengthens the appeal of eating lunch in school.
- The “Save Paper” theme demonstrates value to students. School lunch is offered at a tremendous value and students need to be reminded that the money they save by eating in the cafeteria can be spent on other things like, clothes, sporting goods, gas for their cars, and music downloads.
- “No Go” addresses students that typically skip lunch. ARAMARK research shows that over 18 percent of high school students choose to skip this important meal. Through appropriate messaging, students are reminded that skipping meals is not good for their bodies or minds.

These four themes will rotate throughout the school year and are tied into activities and promotions that are relevant to students’ lives. ARAMARK has partnered with innovative food manufacturers to feature their healthy food items and products and bring these promotions to students. FUEL materials will initially be displayed and distributed in more than 670 middle and high schools, in approximately 335 districts across the nation.

FUEL kicks off the second year of ARAMARK’s campaign to encourage tweens and teens to embrace healthy eating. Last year, ARAMARK introduced two dining brands, the 12 Spot™ and U.B.U. Lounge™, that improve students’ dining options and environment. These brands were developed as a result of extensive market research, establishing ARAMARK as the first and only school food service provider that offers a menu and environment designed specifically for and by tweens and teens.

The 12 Spot is designed to reflect the habits, choices and nutritional requirements of today’s tweens. The 12 Spot features healthy new menu items as well as brightly

painted walls, fun food packaging, new lighting and music, updated and creative merchandising materials and casual uniforms worn by the 12 Spot food service team.

Similarly, the U.B.U. Lounge was developed to meet the specific preferences of teenagers. High school lunchrooms, in ARAMARK school districts, adopting the U.B.U. Lounge have new colors infused throughout the lunchroom, sophisticated lighting, new food packaging, and student lounge areas, complete with furniture, music, and huge graphic images of fellow teens.

ARAMARK's 12 Spot and U.B.U. Lounge are up and running at more than 180 schools.

ARAMARK Education provides a complete range of food, facility, uniform and other support services to more than 650 K-12 school districts in the U.S. We offer public and private education institutions a family of dining and facility services including: on-site and off-site breakfast and lunch meal programs, after-school snacks, summer and adult feeding, catering, nutrition education, retail design and operations, maintenance, custodial, grounds, energy management, construction management, and building commissioning.

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NEWS

RELEASE

ARAMARK RESEARCH OFFERS NEW INSIGHTS INTO "TWEEN AND TEEN" EATING PATTERNS AND PREFERENCES

- *More than 50 percent of high school students are interested in healthy eating but 18 percent skip lunch 1.4 times a week*

Philadelphia, PA—August 10, 2004— ARAMARK Corporation (NYSE: [RMK](#)), a world leader in managed services, today released key research findings from a national study that identifies the lunch room habits and behaviors of tweens (grades 6-8) and teens (grades 9-12). These findings were gathered from the U.S. high school population at large. Based on the research insights, the company has developed two new proprietary brands; the **12 Spot** and **U.B.U. Lounge**, for middle and high school dining services. The 12 Spot was developed from findings from several focus groups with middle school students and the U.B.U. Lounge was developed using ARAMARK's proprietary *DiningStyles™* research methodology.

"ARAMARK continuously strives to provide healthy, well-balanced meals that are considered 'fun' to the students we serve," said Jeff Wheatley, President of ARAMARK School Support Services. "Our research provides us with unique insights that allow us to be more relevant and in tune with the needs and preferences of today's tweens and teens."

For more information on the 12 Spot and U.B.U. Lounge and the Celebrity Lunch Lady Campaign, see the separate release ARAMARK issued today entitled, "Aaron Carter and Gabrielle Union Show that School Lunch is Cool!"

Key High School *DiningStyles™* Findings:

ARAMARK Corporation's research findings provide insight into high school students' lunch room habits and behaviors. Distinct preferences emerged from the teens surveyed, including:

- High school students are healthy-eating conscious with 51 percent stating they make an effort to eat or drink something healthy every day.
- 56 percent of the high school population does not regularly use the cafeteria, averaging 1.4 times/week.

- 18 percent of the high school population skips lunch 1.4 times/week. Of this 18 percent, 63 percent strongly agree they prefer to wait until after school to eat.
- Although 15 percent of the high school population uses the cafeteria regularly, they prefer to go offsite for lunch.
- 23 percent of the high school population eats in the cafeteria 3.1 times/week. Of the 23 percent, 69 percent strongly agree that they are time-pressed, as 26 percent are in an academic club; 47 percent play on high school teams and 29 percent have part-time jobs.

Additional Findings:

- High school students are spending 44 million dollars each week on offsite meals during lunch.
- Vending machines appear to be a supplement to meal options, rather than a replacement for them.
- Spending time with friends is what 93 percent of high school students want to do during lunch.
- Listening to music (47%), watching TV (42%), and playing sports (41%) came out as the most important activities teens do after school.
- In terms of cold drink preference, soft drinks (46%) followed by water (13%) were the favorite choices. While in terms of hot drinks, hot chocolate (52%) and coffee (21%) were the preferred options.
- Pizza (23%) and chicken (12%) were mentioned most often as high school student's favorite food followed by Italian (9%) and Mexican (8%).
- Fast food burger (47%) and sandwich (30%) chains appear to be the primary offsite competitors for the high school cafeteria.

High School Research Based on DiningStyles™ Methodology

This research was developed using ARAMARK's proprietary and comprehensive High School *DiningStyles™* research methodology. *DiningStyles™* is the core of ARAMARK's ongoing program to better serve every customer segment at each account by providing customized dining solutions that are matched to its unique population profile. The High School research covered more than 700 households in the continental U.S. and was completed in January 2004. The margin of error for the total sample was +/- 3.67 percent.

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U.B.U. Lounge and 12 Spot Sample Menu Items

ARAMARK's School Support Services recipes feature nutritious foods kids like to eat – *with a little pizzazz.*

Below is a sampling of items that can only be found at middle schools featuring the 12 Spot:

Meatball Bomber

Spaghetti and meatballs wrapped up and baked with mozzarella cheese in a pizza dough pocket

The Inside-Outer

American favorite grilled cheese sandwich, but grilled "inside out" on a hamburger bun and served with tomato soup

Beef-a-yaki

Beef slices, cooked with sesame seeds in a teriyaki sauce and served with rice

Below is a sampling of items that can only be found at high schools featuring the U.B.U. Lounge:

Chicken Grande

Chicken, rice, beans, salsa and cheeses wrapped and baked in a tortilla and served with a cilantro lime sauce

Santa Fe Turkey

Turkey, ham, bacon and cheddar cheese baked with a tangy chili mayo in a sub roll

So-Sesame Chicken

Diced chicken, cooked with sesame seeds in a teriyaki sauce and served with rice

Additional dishes include:

- *Grilled on the Greens: Grilled Chicken Bacon Ranch*
- *The Hail Caesar: Grilled Chicken Caesar Salad*
- *The Cali Cobb Salad with Turkey and Ham with Honey Mustard*
- *Sweet & Sour POWER Chicken: Bright Red Sweet & Sour Chicken Box*



**JEFF WHEATLEY
PRESIDENT
ARAMARK Education, School Support Services**

As president of ARAMARK School Support Services, Jeff Wheatley works to strengthen ARAMARK's existing client relationships while forging new partnerships in the schools market. ARAMARK currently provides food service, nutrition education and awareness programs and other support services to over one million students each day at approximately 420 school districts across the United States.

ARAMARK provides nutritious meals to students and assists in creating environments that fuel student achievement, employee satisfaction and community-building. Among ARAMARK's clients are the Houston Independent School District in Texas and the Duval County School District in Florida.

Wheatley was most recently president of ARAMARK Educational Resources (AER), a provider of childcare and early education programs to 100,000 children in 1,000 locations in the United States. He joined AER in 1998 as vice president of accounting, and was later an area vice president and chief financial officer for the group before being appointed president.

Prior to joining ARAMARK, Wheatley was director of business analysis for Thorn America and, before that, worked with KPMG.

In addition to his business life, Wheatley has been involved in various leadership programs and charitable organizations, including the American Cancer Society. Wheatley earned a bachelor's degree in accounting from Baker University in Kansas.

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**CAROLINA LOBO
VICE PRESIDENT, MARKETING
ARAMARK EDUCATION, SCHOOL SUPPORT SERVICES**

With over 13 years of cross-industry marketing experience, Carolina Lobo brings to ARAMARK Education, School Support Services a unique blend of innovative marketing with a multi-disciplinary background.

As Vice President of Marketing, Lobo and her team of marketing professionals develops, evaluates and oversees the rollout of strategic marketing programs that support progressive partnership with ARAMARK's district clients to increase student meal participation, boost student satisfaction, improve operational efficiency, achieve cost reductions and provide nutrition awareness programs.

Prior to joining ARAMARK in 2002, Lobo served as Director of Marketing for Aether, a wireless data technology company where she was responsible for marketing B2B solutions and selling to leading Fortune 500 companies including Sun, Bank of America, Black & Decker, and Sharp.

Lobo's marketing and product development experience includes positions with other technology companies and advertising agencies along with brand management roles at major financial and consumer package goods companies including T. Rowe Price and Warner-Lambert/Pfizer.

She holds a B.A. from Loyola College and an M.B.A. from the Kellogg Graduate School of Management, Northwestern University.

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**JENIFER BLAND-CAMPBELL, R.D.
DIRECTOR, NUTRITION PROGRAM DEVELOPMENT**

As Director of Nutrition Program Development at ARAMARK, Jenifer Bland-Campbell, RD, works to provide nutrition guidance and consultation to ARAMARK chefs developing menu programs which reach the 15 million customers ARAMARK serves every day in healthcare institutions, businesses, universities, school districts, sports and entertainment facilities, and convention and conference centers.

Bland-Campbell also oversees development of nutrition education programs and materials to educate ARAMARK customers about proper nutrition and healthy lifestyles.

With more than 20 years experience in foodservice and clinical nutrition management, Bland-Campbell was most recently Regional Director of Patient/Clinical Services for ARAMARK's Healthcare Management Services group, which provides innovative services to more than 1,200 hospitals, healthcare systems and senior living facilities across North America.

In that role, she managed the implementation of patient service programs, policies and operational best practices. She provided clinical leadership and expertise to dietitians, district and front line managers to ensure full compliance with standards. Bland-Campbell also oversaw the New York City and Philadelphia based clinical dietetic internship programs which graduate more than 25 registration eligible dietitians annually.

From 1997-2001, Bland-Campbell worked at St. Vincents Hospital in New York, NY, as the ARAMARK General Manager in charge of food and nutrition services.

Since joining ARAMARK in 1981, Bland-Campbell also held the positions of Food Service Director, Clinical Nutrition Manager and Clinical Dietitian at hospitals and health systems in the New York metro area.

Bland-Campbell earned her BS in Dietetics from Hunter College of the City University of New York and her MS in Clinical Nutrition from New York University.

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