

April 23, 2008

Dr. David Campbell
Superintendent
Cherry Hill Public Schools
45 Ranoldo Terrace
Cherry Hill, NJ 08034

Dr. Lisa Palmer
Assistant Supt., Business/Board Secretary
Cherry Hill Public Schools
45 Ranoldo Terrace
Cherry Hill, NJ 08034

Dear Dr. Campbell and Dr. Palmer:

We would like to address some additional misrepresentations about ARAMARK Education's partnership with the Cherry Hill Public Schools – including mailings, automated telephone messages and a recent newspaper advertisement – that have been and are continuing to be circulated by union representatives. We appreciate the opportunity to respond directly to you.

While we could fill many pages highlighting all of the accomplishments of our valued partnership with the Cherry Hill Public Schools, we want to share with you, up front, three essential principles we stand by:

- 1) We fully support the goals of our partnerships with our clients and we are committed to improving the quality of life for the students, families, staff and faculty we serve.
- 2) We adhere to the terms and conditions of our contracts and we are in compliance with applicable rules and regulations.
- 3) Our employees are contributors, facilitators, mentors, taxpayers and invested members of the communities in which we live and work.

During the course of our partnership with Cherry Hill Public Schools we are proud of the food and nutrition service value we have provided:

- Since ARAMARK joined your team, the District's Food Service Program went from an operating loss of \$180,000 per year to an operating profit of \$1,600 in 2005-06 and \$7,200 in 2006-07.
- ARAMARK and the District met and exceeded New Jersey health and wellness guidelines one year ahead of schedule.
- We have implemented a point-of-sale program in 19 of the District's schools.
- Student meal participation with the National School Lunch Program and School Breakfast Program has increased every year, resulting in additional funding for the District from the federal government.

The union tactics in Cherry Hill are the continuation of a practice that has been repeated in a number of school districts we serve – regionally and across the country – in which union representatives seek to address school districts and attempt to denigrate ARAMARK in the media with literature containing misstatements and headlines taken out of context. Additionally, union representatives have also been visiting client accounts unannounced, organizing demonstrations, holding employee/community forums, and requesting information about our contracts.

As we have said before, these unions – SEIU and UNITE-HERE (also known as Campaign for Quality Services) – want to boost their membership. While ARAMARK is not anti-union, we do oppose the process these unions want to use to organize employees. Simply put, we oppose this process, referred to as “card check neutrality,” because it takes away the employees’ right to a secret ballot election and ultimately is not in the best interests of our employees, clients and customers.

In light of the unions’ ongoing campaign, we ask you – again – to balance the charges lobbed by these union representatives against the facts that clearly demonstrate the very successful relationship the Cherry Hill Public Schools and ARAMARK have built together since 2003.

The latest union attacks on ARAMARK stress concepts that we endorse, such as financial accountability and strong oversight. But, these union representatives distort facts. They misrepresent information using statistics and data without the proper context. Their goal is to damage the solid reputation we have built with the Cherry Hill Public Schools in order to force us to agree to their demands.

Can the Cherry Hill Public Schools afford ARAMARK? More to the point – can the Cherry Hill Public Schools afford to be without ARAMARK? Please allow us to set the record straight and to make several points in response to these latest unsubstantiated attacks against ARAMARK.

The facts about financial accountability

- Prior to its relationship with ARAMARK, the District had an operational subsidy of approximately \$180,000 for the 2002-03 School Year and approximately \$125,000 for the 2001-02 School Year. Since the 2005-06 School Year, under ARAMARK’s management, the District has had an operating profit in its Food Service Program.
- The turnaround ARAMARK delivered occurred because we improved customer service levels by adding over 20 new food service positions.

The facts about contract compliance and fee structure

- ARAMARK’s contract and fee structure with the Cherry Hill Public Schools are compliant with state and federal regulations. In fact, our fee structure contains guarantees to ensure we meet the District’s financial performance.
- We have implemented a \$128,000 point-of-sale system – at no cost to the Cherry Hill Public Schools Board of Education.
- The District and ARAMARK determine a la carte meal costs. All profits from a la carte meal sales go directly to the District.

The facts about the impact on taxpayers

- NSLP and SBP meals have increased consistently over the course of the contract.
- The District’s food costs have decreased from 52 percent of sales to 38 percent of sales because of ARAMARK’s purchasing power.
- ARAMARK complies with state contract requirements on purchasing. The New Jersey Department of Agriculture has approved our core contract for the 2008/2009 School Year which reflects the regulatory changes implemented by the USDA in October 2007 and effective for all new contracts after November 30, 2007.
- Tax increases to the school budget have nothing to do with the food service budget since the food service budget operates as an enterprise account separate from the CHPS General Fund.

The facts about the achievements of the Food Service Program

- We have met new state health and wellness guidelines one year ahead of schedule.
- Student meal participation within the National School Lunch program has continued to grow each year of our agreement (22.6 percent in 2003; 30 percent in 2007; 32.7 percent so far in 2008), which directly results in greater reimbursements and government commodities to the District.
- Students at the elementary schools have a minimum of three meal choices per day, one of which is always vegetarian.
- At the high school and middle school sites, there are a minimum of five meal choices per day, including a vegetarian meal, salads, and made-to-order deli stations.
- All a la carte options meet state health and wellness guidelines.
- We initiated breakfast programs in all middle and elementary schools, and expanded all high school breakfast programs. In 2003, breakfast participation was 0.7 percent. Currently, it is nearly 4 percent.
- We are operating under a union agreement with CWA (Communications Workers of America) since 2003, with zero grievances raised since then.

The facts about ARAMARK's relationships with other school districts

- The School District of Philadelphia is no longer an ARAMARK client, but Philadelphia's decision to return to a self-operated model had nothing to do with the service we provided.
- On multiple occasions Philadelphia has acknowledged that we consistently provided exceptional service to the 93,000 school children we served.
- At the Detroit Public Schools, ARAMARK's quality of service also is not and has never been an issue. Detroit has acknowledged the service and value we have brought to the table throughout our relationship with the district.
- We have documented extensive savings and efficiencies that we have delivered to Detroit.

At ARAMARK Education, helping students flourish is the essence of our promise to clients and customers.

We are as devoted to the wellbeing of your students as you are. At the center of everyday responsibilities and fiscal realities, there is one focus that drives you at Cherry Hill Public Schools – the wellbeing of your students.

That focus drives us, too. It's why we work to enhance your environment so every child will have an optimal learning experience. With healthful meals, exciting dining programs and safe, clean, comfortable surroundings, you see the tangible results of our expertise in food, nutrition and facility services.

Further, as you know, ARAMARK is more than just a business – we are an active partner in the communities in which we live and work. That is why we support programs such as the District's Scholarship Foundation and the annual Diabetes Walk. We embrace community service, citizen service and volunteerism as more than good ideas. They are a way of life.

At the end of the day, when your students flourish, so does your District. We help make that happen. We're proud of the food, nutrition and facility services we provide at the Cherry Hill Public Schools. We look forward to a continued positive partnership with the Cherry Hill Public Schools and the benefits that the students will receive through our efforts and performance.

Moving forward, we are prepared to address any questions or concerns you may have. Thanks for your time and attention.

Sincerely,

A handwritten signature in black ink, appearing to read "Steven Weiser".

Steven Weiser
Regional Vice President

cc: Cherry Hill Board of Education