



# **NEWS RELEASE**

## **FOR IMMEDIATE RELEASE**

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### **ARAMARK HIGHER EDUCATION INTRODUCES NEW WEBSITE**

*Site Showcases How Innovation with Measurable Outcomes Helps Campuses Thrive*

**PHILADELPHIA, December 2, 2009** – ARAMARK Higher Education, a world leader in providing dining, facilities and conference center services to more than 600 colleges and universities throughout North America, has launched a new multi-media web site ([www.aramarkhighered.com](http://www.aramarkhighered.com)), to engage and inform current and prospective clients, customers and employees.

Visitors to the site will learn more about the dining, facilities, and conference center solutions ARAMARK provides to the higher education marketplace, and may access research and trend information, printable case studies, and relevant industry articles.

“Our goal with this new website is to engage our clients, customers and employees in topics that are relevant to them,” said Chris Hackem, President, ARAMARK Higher Education. “We are especially proud that many of our current clients and employees shared their success stories through video testimonials that bring their best practices to life.”

A key feature of the site, “*Measurable Outcomes*,” allows current clients to speak about the ARAMARK partnership on their campus and the results they have experienced in the areas of transformation, optimization, customer and employee loyalty, community, and preservation of the environment and assets.

The site provides a direct link to the respected *Presidential Perspectives* series, with articles written *by* college presidents *for* college presidents. The current series, "Leadership in the Great Recession," focuses on the strategies and innovations colleges and universities are initiating to succeed in today's challenging economic climate.

Personalized video testimonials from Chris Hackem, President of ARAMARK Higher Education, as well as several clients and employees, highlight the ARAMARK difference, and how the company has created impactful client and employee relationships.

The profiled sections on the site include: About ARAMARK, Our Difference, Our Services, Measurable Outcomes, Our People, Our Social Responsibility, Thought Leadership, and News & Events. Aramarkhighered.com also offers one click access to ARAMARK's student focused website, *Involved. Evolving.*, and highlights stories and events that resonate with the student campus community.

To view the new ARAMARK Higher Education website, please visit [www.aramarkhighered.com](http://www.aramarkhighered.com) .

### **About ARAMARK Higher Education**

ARAMARK Higher Education is dedicated to excellence in dining, facilities, conference center, and stadium and arena services. ARAMARK enhances the living and learning experience and environment for more than 600 colleges and universities throughout North America. For more information, visit [www.aramarkhighered.com](http://www.aramarkhighered.com).

### **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. In FORTUNE magazine's 2009 list of "World's Most Admired Companies," ARAMARK was ranked number one in its industry, consistently ranking since 1998 as one of the top three most admired companies in its industry as evaluated by peers and analysts. 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 260,000 employees serving clients in 22 countries. Learn more at the company's Web site, [www.aramark.com](http://www.aramark.com), or [www.twitter.com/aramarknews](http://www.twitter.com/aramarknews).

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