



NEWS RELEASE

For Immediate Release

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STUDENTS TAKE CHARGE OF HEALTHY EATING ON CAMPUS

ARAMARK Expands Just4U – Food That Fits Your Life®

Healthy Menu Program To Celebrate National Nutrition Month

PHILADELPHIA, March 13, 2008 – This March, as part of National Nutrition Month, millions of college students across the country are now eating healthier on campus thanks to ARAMARK's expanded healthy menu platform, *Just4U -- Food That Fits Your Life®*. Students at 600 ARAMARK-managed campus dining locations across North America are proactively managing their health and wellness goals by selecting Just4U® menu items.

Colorful Just4U point-of-service menu identifiers make it easy to find selections that are lower in fat, lower in calories, lower in carbohydrates, as well as foods that are organic, vegetarian, locally grown or are a good source of whole grains and calcium.

“Our proprietary research found that 60 percent of college students want healthy options available to them,” said Jenifer Bland-Campbell, RD, Senior Director of Nutrition Program Development, ARAMARK. “By helping students understand the nutrition benefits of the foods they choose, we are empowering them to make healthier choices that fit their personal lifestyle.”

ARAMARK Higher Education surveys over 100,000 college students each year to better understand their dining needs and preferences, as well as to learn how they want to receive nutrition information. The simple, yet powerful, nutrition messages make it easy for students to make informed choices quickly.

Just4U® educational brochures featuring information on topics, such as “Understanding Serving Sizes” and “What Is a Healthy Diet?,” are available in all dining locations. These educational materials all carry the ARAMARK - American Dietetic Association (ADA) proud partner logo in recognition of ARAMARK’s partnership with the ADA. ARAMARK works with the ADA to develop consumer education messages, to elevate awareness of registered dietitians as the nation’s nutrition experts and to make a positive impact on public health. One of America’s largest employers of registered dietitians, ARAMARK is currently the only professional services provider to become an ADA Partner.

ARAMARK has also made it easier for students to access nutrition and dining information through the internet, walk-up nutrition kiosks in the dining rooms, a series of Health and Wellness education materials, and podcasting.

Through CampusDish®, ARAMARK Higher Education’s one-stop dining services web portal, students can access downloadable audio and video podcasts about dining menus, nutrition information, special events, promotions and healthy eating options.

About ARAMARK Higher Education

ARAMARK Higher Education is dedicated to excellence in dining, facility, 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 and a list of our services, visit 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 2008 list of "America'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 also ranked first in its industry in the 2007 FORTUNE 500 survey. 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 250,000 employees serving clients in 19 countries. Learn more at the company's Web site, www.aramark.com.