

NEWS RELEASE

For information contact

David Goetz (303) 322-3031 ext. 107; DGoetz@kmssa.com

FOR IMMEDIATE RELEASE

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SSA adds Miami Zoo to its family of operations

Service System Associates (SSA) announced that it has been selected to manage the concessions, catering and retail operations at Miami Metrozoo, the only zoo in the continental United States located in a subtropical climate. SSA assumed operations May 17, 2005.

As the new operator, the company will be responsible for overseeing all concessions, catering and retail operations for the 300-acre zoo, whose mission is to encourage an appreciation for the world's wildlife and to help conserve it for future generations.

"We're very excited about this new partnership," said Eric Stephens, Director of Miami MetroZoo. "We've been waiting for this opportunity for a long time," he added, "Service Systems is an experienced firm who will bring new offerings and innovations for our zoo visitors."

At the zoo, SSA will manage Lakeside Grill, a quick-service facility as well as Toucan Trader, a gift shop located at the zoo's entrance, and the Wings of Asia store, located near the aviary, which is the largest open-air Asian aviary in the Western Hemisphere. The company will also take charge of the satellite concession stands as well as food and gift carts. In addition, SSA will provide catering services for private parties.

"We're looking forward to demonstrating our capabilities to the Miami Metrozoo community," said Kevin McNicholas, President, Service Systems Associates.

"We have a proven track record of successfully managing food and retail operations while supporting management in their quest to enhance the visitor experience. Our commitment to Miami Metrozoo and its supporters is that SSA will deliver a quality of hospitality services exceeding their expectations," McNicholas said.

Employees for both food service and retail operations at the zoo have been offered jobs with SSA. Once up and running, the company plans to recruit and hire more local workers and management staff.

Nearly 500,000 visitors tour the 300-acre Miami Metrozoo each year, which is owned and operated by Miami-Dade County. The Zoological Society of Florida, backed by its strong membership base, supports Metrozoo's programs and enhancements through financial support and public awareness. The zoo exhibits about 900 animals, including elephants, rhinos, chimpanzees and okapis, in large, open-air exhibits.

In 2004, Miami MetroZoo was voted the Zagat Survey® "Top-Rated Attraction in Miami" by travelers who have experienced traveling with children. In addition to receiving the highest overall score of Miami attractions, Miami Metrozoo received high ratings for child appeal, adult appeal, public facilities and service.

Headquartered in Denver, SSA is the national leader in visitor operations for zoos and aquariums, serving over 14 million visitors annually. The company provides a variety of managed services at numerous entities, such as the Denver Zoo, Pittsburgh Zoo, Houston Zoo, Los Angeles Zoo and the Monterey Bay Aquarium.

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