

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Service Systems Associates (SSA) is pleased to announce a dynamic new addition to its Corporate Executive team.

Eric Loyall, Executive Vice President of Strategic Operations and Business Development, will lead SSA's sales team, while providing key support to the Operations and Marketing departments through strategic planning.

Eric joins SSA with a wealth of experience in the hospitality industry. Most recently, Eric served as District Manager with Sodexo. His District included 12 zoos, museums and parks, and was the largest in the Sodexo Leisure division. Eric was also a key player on the sales team that accounted for several zoo, aquarium, and museum visitor service acquisitions. One of his key strengths has also been to recruit, train, and develop culinary personnel across a broad spectrum of cultural and entertainment attractions.



Eric Loyall

Prior to serving in his District Manager capacity, Eric obtained essential operating experience as a General Manager, Catering Manager, and Opening Team Leader at attractions such as the Cincinnati Zoo, Hershey Park, Lake Compounce, and Canobie Lake Park. Eric earned his Bachelor of Science Degree in Hotel, Restaurant, and Travel Administration at the University of Massachusetts, in Amherst MA.

"Kevin and I are thrilled to add Eric to our strategic planning team," said Tim Brantley, Senior Vice President and Chief Operating Officer. "He has the skill sets necessary to enhance our Marketing & Sales departments, while working hand-in-hand with our Culinary and Retail divisions to ensure that SSA remains the leader in providing world-class visitor services at cultural attractions."

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*Headquartered in Denver, **Service Systems Associates** manages retail and culinary departments at museums, botanic gardens, zoos and aquariums in the United States, including the Denver, San Francisco, Los Angeles and Dallas Zoos, Pittsburgh Zoo and PPG Aquarium, Colorado History Museum, and Monterey Bay Aquarium. The company is a national leader in visitor service operations for cultural attractions, serving over 16 million guests annually. Service Systems Associates is celebrating 20 years of service in 2009. For more information, please visit the website at www.KMSSA.com*