

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Hermann Park Conservancy selects SSA to partner in new endeavor.

Service Systems Associates Inc. (SSA) has been selected to manage the retail operations at the new Hermann Park Conservancy Gift Shop within Hermann Park's new Lake Plaza. One

of Houston's most historically significant public spaces, Hermann Park hosts the Houston Zoo, Miller Outdoor Theatre, and the Houston Museum of Natural Science, making the park an important recreational destination in Houston.



Doreen Stoller, Executive Director of Hermann Park Conservancy, said the decision to outsource with SSA was relatively easy, given the professional nature of the retail operations at the nearby Houston Zoo, combined with the company's excellent reputation at world-class attractions across the nation. "The Conservancy Gift Shop is an exciting, new addition to Hermann Park, and we wanted to ensure that visitors were pleased by the service and atmosphere. Based on their experience and expertise, SSA was the obvious choice to run the operations," she added.

"We are excited about the opportunity to partner with such an excellent organization in the Conservancy. The benefits that they bring to Hermann Park are substantial, and their community outreach serves as a model for other similar institutions," said Tim Brantley, Senior Vice President of Service Systems Associates Inc.

Encouraging the development of more attractive, usable green space in Hermann Park, and promoting the restoration of the Park to its originally intended standards of beauty has always been the mission of the Hermann Park Conservancy. Since 1992, the Conservancy has partnered with the City of Houston to provide an institutional and permanent commitment to the stewardship of Hermann Park's natural resources and physical infrastructure. Its successful public-private partnership with the City has resulted in a host of major capital projects, including the recent expansion of Hermann Park Railroad and the renovation of Lake Plaza. This area around McGovern Lake is home to several new Park features, including Kinder Station (the main station for the beloved Hermann Park train), the Conservancy Gift Shop, pedal boat lagoon, maintenance and volunteer center, café space with dining terrace, and The Tiffany & Co. Foundation Bridge.

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Headquartered in Denver, Service Systems Associates (SSA), manages retail and food service concessions at museums, botanic gardens, zoos and aquariums in the United States, including the Houston Zoo, San Francisco, Los Angeles and Denver Zoos, Colorado History Museum, and Monterey Bay Aquarium (www.KMSSA.com). 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.