

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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After 12 years of fund-raising and planning, Pretend City Children's Museum will open August 30, 2009. Service Systems Associates Inc. (SSA) received an exclusive contract to operate the retail and admission programs at the Pretend City Children's Museum.

SSA will operate a dynamic and entertaining gift shop, named Mini-Mall, that offers merchandise that reflects the experience children encountered in the "city" with its hands-on exhibits.



When the 28,000-square-foot museum opens in Irvine (Calif.), children, ranging from infant through eight years old, will have the chance to play in a "city" featuring a grocery store, bank, farm, post office, gas station and marina and more. For example, kids playing farmer can sell their food to the grocery store or café and use the money they earn to buy things at city exhibits.



The "Mini-Mall" gift shop at Pretend City.

Museum President Pam Shambra said, "we chose SSA because we wanted to leave the retail sales to those who know that arena best, and therefore can better serve our guests." She said that "SSA has a reputation for being very successful as well as delivering top levels of customer satisfaction. We want to do what we do best: merge learning with fun for a great educational experience for children," she added.

Pretend City museum staff expect a seamless integration between partners, with both offering excellent customer service to guests. Shambra said, "We are certain that guests will be better served because of the expertise of SSA, and their outstanding reputation for customer service." The new Retail Manager is Mayra Gomez.

"We are extremely proud and honored to be chosen to operate the retail and admissions programs at the new Pretend City Children's Museum," said Kevin McNicholas, president. "This children's museum promises to offer children an opportunity to learn while having fun, and SSA is pleased to be part of a program that will offer this phenomenal experience."

Pretend City Children's Museum is one of only about 250 children's museums world-wide. Children's museums are fun environments which offer engaging, hands-on, minds-on learning spaces that encourage problem solving and creative thinking. SSA currently provides managed services to several other zoos and aquariums, including the Denver Zoo, the Monterey Bay Aquarium, the Los Angeles Zoo and the Pittsburgh Zoo and PPG Aquarium.

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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 Colorado History Museum, San Francisco, Los Angeles and Denver Zoos, Pittsburgh Zoo and PPG Aquarium 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