

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Utah's Hogle Zoo partners with Service Systems Associates

The number one paid tourist attraction in Salt Lake City, Utah's Hogle Zoo, contracted with industry leader Service Systems Associates Inc. (SSA) to manage the guest revenue functions at the zoo. SSA will be responsible for gift shop operations and all on grounds culinary services as well as catering at private zoo events. SSA agreed to a 10-year contract.



"We are excited to have SSA join us at Hogle Zoo," said Zoo Executive Director Craig Dinsmore. "They are committed to providing outstanding customer service and value to our guests, and they come as true partners in supporting the zoo's planned improvements and progress. This partnership will help us achieve even greater success in the years ahead," he added.

SSA President Kevin McNicholas said, "We are pleased with this new partnership, and we're excited to demonstrate our capabilities to zoo guests. We plan to continue providing the highest level of guest service based on a business model that has been fine-tuned over 20 years of experience in providing managed services in the zoo and aquarium industry."

The new SSA General Manager will be Seth Palmer, who has worked at the zoo in guest services for more than 15 years.

The 42-acre zoo with its natural hillside terrain and meandering tree-covered pathways has been located at the mouth of Emigration Canyon since 1931. Major exhibits at the zoo include Asian Highlands, a re-creation of a Himalayan village featuring five endangered Asian cat species, and Elephant Encounter, which spotlights African elephants and white rhinoceros. Other exhibits include a Small Animal Building, African Savannah, Primate Forest and Discovery Land. The zoo attracts almost one million guests each year, which makes it one of the top visited attractions in the state of Utah.

SSA plans to introduce the company's commitment to green initiatives and sustainable practices as well as make an investment in renovations to the culinary and gift shop locations. All culinary and retail employees at the zoo have been offered positions with SSA.

At the zoo, SSA will manage The Beastro, which is the main facility as well as Cat Wok Cafe, Oasis Café and Bear Grotto Cafe and mobile carts throughout the zoo. Retail operations at the zoo will be focused on the Wild Zootique, which is the main gift shop.

SSA currently provides managed services to several other cultural attractions, including the Denver Zoo, the Monterey Bay Aquarium, the Los Angeles Zoo, the Colorado History Museum, 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