

NEWS RELEASE

For information contact

David Goetz (303) 322-3031 ext. 2101; DGoetz@kmssa.com

FOR IMMEDIATE RELEASE

March 24, 2010

Cincinnati Zoo & Botanical Garden Selects SSA for Innovation and Growth

Rated by peer zoological parks as one of the best zoos in the nation, the Cincinnati Zoo & Botanical Garden has selected Service Systems Associates (SSA) as their sole-source provider for culinary and retail services. This partnership between two entities recognized as industry leaders, sets the stage for the Zoo to take its trend-setting status as an innovator to the next level.



One of the next projects in the Zoo's development will include the provision of a world-class restaurant experience overlooking new exhibits with unprecedented animal encounters in natural settings. Through a modern, innovative restaurant design, visitors will have the opportunity to enjoy un-paralleled dining ambiance in the Zoo. "As we contemplated designing, building, and operating this one of a kind experience, we realized the need to have the most innovative and forward thinking partner on board," said Thane Maynard, Director of the Zoological Society of Cincinnati. "We also felt that the search for an industry leader would give us the opportunity to build a more cohesive visitor experience in both culinary and retail services. Through a competitive bidding process, SSA demonstrated its leadership by bringing innovative culinary and retail ideas to the table, combined with a true passion for providing exemplary customer service."

"We're excited to partner with an industry leader like the Cincinnati Zoo to enhance the guest service operations," said Kevin McNicholas, President & CEO, Service Systems Associates. "We're also looking forward to becoming an integral part of the Cincinnati Zoo community by providing outstanding service, quality offerings. These retail and culinary projects will bring out the best in our team, and I am personally revitalized by the challenge." "This new restaurant project will provide the perfect canvas for our culinary team to take the guest's food and beverage experience to the next level," added Travis Kight, SSA's Corporate Executive Chef.

"The trend-setting scope and innovation of the new restaurant will be unlike any in our industry. To complete this truly unique experience, SSA really did their homework on how to create a new restaurant concept that, quite frankly, doesn't exist in our collective zoo industry. The design and layout of the space, the menus offered, the service style, the deep knowledge of sustainable elements, were all innovative ideas that will 'break the mold' of stereotypical Zoo food," said John Lucas, Director of Operations at the Zoo. The new restaurant will also be a LEED Gold certified project. "SSA's ability to blend seamlessly with our organization as a full service 'visitor service department' will truly elevate the guest experience in the Zoo."

Opening its doors in 1875, the Cincinnati Zoo & Botanical Garden is the second oldest Zoo in the United States. The Zoo was rated the #1 attraction in Cincinnati and one of the top zoos in the nation by Zagat Survey. It was recognized by Parents Magazine as #7 on the "Top 10 Best Zoos for Kids." It has also been recognized by Child Magazine as one of "The 10 Best Zoos for Kids." Over 1.2 million people visit the Zoo's award-winning exhibits, and more than 500 animal and 3,000 plant species annually. The Zoo is an accredited member of the American Zoo & Aquarium Association (AZA) and the American Public Gardens Association (APGA), is internationally known for its success in the protection and propagation of endangered animals and plants, and engages in research and conservation projects worldwide.

##

Service Systems Associates manages retail and culinary operations at museums, botanic gardens, zoos and aquariums in the United States, including the Monterey Bay Aquarium, Tampa's Museum of Science & Industry (MOSI), Los Angeles, San Francisco and Denver Zoos, and many more. The company is a national leader in visitor service operations for cultural attractions, serving over 17 million guests annually. For more information, please visit the website at www.KMSSA.com.