

# NEWS RELEASE

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## Buffalo Museum of Science selects Service Systems Associates as retail and service partner

*Denver-based Service Systems Associates to manage retail and guest service programs in one of the most popular cultural attractions in western New York*

The Buffalo Museum of Science selected Service Systems Associates (SSA) as its exclusive retail partner, as well as to manage its guest admissions.

SSA was chosen based on its innovative and unique approach and its history of maximizing retail revenues, as well as experience providing admission services. "The Museum of Science selected SSA because of their experience, creativity and efficiency in running retail operations. By outsourcing this function, it will allow the Museum to focus on bringing exciting and relevant science experiences to our local community and tourists," said Museum President and CEO, Mark Mortenson.

SSA manages retail, culinary and other service departments for a variety of cultural destinations across the United States, including the Los Angeles, Buffalo and Denver Zoos, botanical gardens, museums and aquariums. It has a strong reputation in the industry for its culinary and retail expertise and for delivering outstanding customer service.

SSA Senior Vice President and COO Tim Brantley said the SSA team plans to assist the Museum in achieving its mission of *Inspiring curiosity through exploration* while generating greater revenue. "We are extremely pleased with how well our values align with the vision and values of the Buffalo Museum of Science," said Brantley, "Our history of driving sales, outstanding store designs and the assurance of a positive retail operation complements the Museum's goals," he added.

Mortenson said that their expectation is that SSA will leverage their experience to grow and improve the profitability of their existing retail operation. SSA plans to expand and remodel the Museum's gift shop in order to create a new retail experience for guests. Brantley also noted that a key operating strategy for SSA is to showcase the company's commitment to sustainable, eco-friendly solutions in every aspect of its operations.

Buffalo Museum of Science is a non-profit educational institution dedicated to the study and interpretation of the natural and physical sciences. The Museum also provides special travelling exhibits, events, 3D films and public and community programs. The Museum's permanent exhibits and galleries highlight the Museum's extensive collections of over 700,000 specimens and artifacts. The Museum also recently opened the popular **Explorations** gallery in 2010, its hands-on interactive exhibit area designed for early childhood explorers.

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### ABOUT SERVICE SYSTEM ASSOCIATES

Headquartered in Denver, Service Systems Associates, and its sister company K-M Concessions Inc., manages retail and culinary departments at museums, botanic gardens, zoos and aquariums in the United States, including the Buffalo Zoo, Denver, San Francisco, Los Angeles and Dallas Zoos, Pittsburgh Zoo and PPG Aquarium, Tampa's Museum of Science and Industry and Monterey Bay Aquarium. The company is a national leader in guest service operations for cultural attractions, serving over 17 million guests annually. For more information, please visit [www.KMSSA.com](http://www.KMSSA.com).

### ABOUT THE BUFFALO MUSEUM OF SCIENCE

The Buffalo Museum of Science is a non-profit educational institution dedicated to the study and interpretation of the natural and physical sciences. Its extensive collections of over 700,000 specimens and artifacts represent all facets of the natural world with an emphasis on Western New York as well as man-made objects spanning the globe. Based at 1020 Humboldt Parkway and anchoring Buffalo's East Side in Olmsted-designed Martin Luther King, Jr. Park since 1929, the Museum presents a wide variety of programs and services for children, teachers, families, adults, and community organizations throughout each year. The Museum also operates Tiff Nature Preserve in South Buffalo, a 264-acre urban wetland preserve on reclaimed former industrial land. For more information, please visit [www.sciencebuff.org](http://www.sciencebuff.org).