



ARAMARK Connects College Students with Nutrition Information; New Web Portal, Nutrition Kiosks and Podcasting Enhance the Dining Experience

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PHILADELPHIA--(BUSINESS WIRE)--July 6, 2006--ARAMARK (NYSE:RMK), a world leader in professional services, is creating the ultimate dining experience for college students with CampusDish(R), a one-stop dining services web portal that offers convenient access to nutrition and dining information through the internet, walk-up nutrition kiosks and podcasting.

Understanding how the 'millennial' generation of students communicates and how they want to access information, ARAMARK created CampusDish to feature downloadable audio and video podcasts about dining menus, nutrition information, special events, promotions and healthy eating options. In addition, the web portal allows students to view meal plans, order catering and gift baskets, and apply for employment opportunities.

Dynamically linked to the CampusDish web portal are walk-up nutritional kiosks inside dining halls that provide nutritional information for any day, location, day-part and menu on client campuses. The kiosks can also feature information on healthy lifestyles, promotions or special events.

"ARAMARK understands the importance of connecting today's highly-mobile and technology savvy students with information that is essential to sustaining healthy student lifestyles," said Dom Boffa, Chief Information Officer, ARAMARK Higher Education Technology Solutions. "We created our CampusDish solutions in response to research, client input and student focus groups that showed a demand for convenient access to nutritional information in a variety of ways that reflect the lifestyles and needs of today's consumers."

ARAMARK's CampusDish web portal is now operational at more than 140 higher education institutions throughout North America and ARAMARK expects to offer the program at all campuses it serves within the next year. More than 60 CampusDish podcasts are now offered at several universities, including East Carolina University, Furman University, University of Pennsylvania and University of Virginia and over 80 nutrition kiosks will make their debut at a number of universities this fall.

ARAMARK created the CampusDish solution after its extensive, proprietary research indicated that approximately 72 percent of students listed convenience as "very important" among reasons to decide whether to use the on-campus dining service. ARAMARK partnered with a graduate work/study team at the College of William & Mary, Williamsburg, Va., to shape the vision and direction of CampusDish, including providing input on foundation, style and content that would be most appealing to students, parents and faculty members. ARAMARK Higher Education then developed an approach that engaged each school to uniquely configure the web portal with e-commerce features, school colors and graphics that best represent the personality and program offerings of each institution.

About ARAMARK Higher Education

ARAMARK Higher Education provides a wide range of food, facility and other support services to approximately 600 colleges and universities in the U.S. ARAMARK offers higher education institutions a single source for the development of dining and facility management solutions. Dining services offered includes: master planning; culinary development and venue design; catering; residential, quick-serve, and express dining concepts. Facility services offered includes: facilities maintenance; custodial; grounds; energy management; capital project management; and building commissioning. For more information, visit www.aramarkhighered.com.

About ARAMARK Corporation

ARAMARK is a leader in professional services, providing award-winning food services, facilities management, and uniform and career apparel to health care institutions, universities and school districts, stadiums and arenas, and businesses around the world. In FORTUNE magazine's 2006 list of "America's Most Admired Companies," ARAMARK was ranked number one in its industry, consistently ranking since 1998 as one of the top three most admired companies in its industry as evaluated by peers and industry analysts. The company was also ranked first in its industry in the 2006 FORTUNE 500 survey. Headquartered in Philadelphia, ARAMARK has approximately 240,000 employees serving clients in 20 countries. Learn more at the company's Web site, www.aramark.com

Editor's Note: Client testimonials are available upon request.

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