



## Aramark to Outfit Baseball Fans Attending 2015 T-Mobile All-Star FanFest

July 9, 2015

### 15,000 Square Foot MLB Clubhouse Store Inside Cincinnati's Duke Energy Convention Center to House Largest Selection of 2015 All-Star and MLB Merchandise

PHILADELPHIA, July 9, 2015 /PRNewswire/ -- For the 17<sup>th</sup> consecutive year, Aramark (NYSE: ARMK) has been selected by Major League Baseball to manage the MLB.com Shop at T-Mobile All-Star FanFest. Fans attending FanFest at the Duke Energy Convention Center in Cincinnati, OH will find a 15,000 square foot shopping experience fully stocked with the largest selection of official MLB All-Star and team apparel and souvenirs.



Opening on Friday, July 10, the MLB.com Shop features over 130 styles of officially licensed clothing from leading brands such as Nike, Majestic, New Era, Under Armour, 47 Brand and more. Fans of all ages will find an assortment of gear from authentic batting practice and game jerseys and caps to fashionable women's wear and footwear to stylish shirts and tees for children. Additionally, the signature New Era hat wall features over 160 styles of baseball caps.

New this year is a virtual dressing room that allows fans to see themselves with jerseys on without actually trying them on.

"Each year we work with Major League Baseball to build upon the previous year's success to create a retail experience at All-Star FanFest that provides fans with distinctive souvenirs and keepsakes to remember this occasion," said Carl Mittleman, president of Aramark's Sports and Entertainment division. "With over 1,000 unique items to choose from, the 2015 MLB.com Shop is destined to be a shopping paradise for every kind of fan."

This year's store offers a number of personalized items from customized bat engraving to jersey and socks customization. There is also a dedicated section celebrating the history of the Cincinnati Reds with a vintage clothing line and throwback uniforms. On the collectibles front, fans will find assorted bobbleheads, plush dolls and Cincinnati's signature All-Star mustache figurines.

In addition to the MLB.com Shop, Aramark will manage Official MLB All-Star retail locations at five Official MLB All-Star hotels, Fountain Square and the Budweiser All-Star Concert at Paul Brown Stadium.

Aramark currently manages retail services for more than 15 major league teams across professional sports, including eight MLB teams. In addition to its MLB All-Star Game affiliation, Aramark has a long history and extensive experience running retail operations for premier events such as the Super Bowl, NHL and NBA All-Star Games and the NCAA Final Four and is serving as the official retail vendor of event merchandise for the World Meeting of Families 2015 Papal Visit to Philadelphia, PA.

#### **About Aramark**

Aramark (NYSE: ARMK) delivers experiences that enrich and nourish people's lives through innovative services in food, facilities management, and uniforms. United by a passion to serve, our more than 270,000 employees make a meaningful difference each day for millions of people in 21 countries around the world. Aramark is recognized among the Most Admired Companies by FORTUNE and the World's Most Ethical Companies by the Ethisphere Institute. Learn more at [www.aramark.com](http://www.aramark.com) or connect with us on [Facebook](#) and [Twitter](#).

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