



## United States Tennis Association Awards Aramark Merchandising Rights for US Open

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### New Partnership will Create Dynamic Shopping Experience for Tennis Fans at Billie Jean King National Tennis Center

PHILADELPHIA, April 19, 2017 /PRNewswire/ -- The [United States Tennis Association](#) (USTA) and [Aramark](#) (NYSE: ARMK) today announced a partnership that will provide retail merchandise services for the USTA Billie Jean King National Tennis Center, home of the US Open.



Under terms of the multi-year agreement, Aramark, which serves millions of guests at live events every year around the world, will manage all aspects of the US Open Tennis Championships' retail sales and merchandising operations throughout the grounds of the National Tennis Center.

As part of their effort to elevate and grow the US Open retail program, the USTA and Aramark will work closely together to renovate existing stores, design more vibrant and accessible shopping destinations, integrate leading-edge technology, and introduce greater customization and personalization. Aramark will also collaborate with the USTA's licensed merchandise partners to market and carry a vast assortment of distinctive, official apparel, souvenirs and keepsakes.

"As part of the USTA's ongoing transformation of the US Open grounds, there was no better time to bring on Aramark as our retail partner to help bring our merchandise program to an even higher level of exceptional service and customer satisfaction," said Danny Zausner, Chief Operating Officer, USTA Billie Jean King National Tennis Center.

"Our commitment is to offer a dynamic, engaging and innovative shopping experience that celebrates the US Open brand," said Carl Mittleman, President of Aramark's Sports and Entertainment division. "We're honored to be working with the USTA and look forward to utilizing our live events expertise to help fans commemorate their US Open experience."

Aramark proudly delivers unique shopping experiences that celebrate high-profile occasions and foster real connections with guests and fans for more than 15 major league teams across professional sports. Additionally, Aramark has a long history and extensive experience running retail operations for premier events such as the Super Bowl, MLB, NBA and NHL All-Star Games, World Series, Stanley Cup Finals, NCAA Final Four, Copa America and World Meeting of Families/Papal Visit.

#### **About United States Tennis Association**

The USTA is the national governing body for the sport of tennis in the U.S. and the leader in promoting and developing the growth of tennis at every level -- from local communities to the highest level of the professional game. A not-for-profit organization with more than 715,000 members, it invests 100% of its proceeds in growing the game. It owns and operates the US Open, the highest-attended annual sporting event in the world, and launched the Emirates Airline US Open Series, linking seven summer tournaments to the US Open. In addition, it owns approximately 90 Pro Circuit events throughout the U.S. and selects the teams for the Davis Cup, Fed Cup, Olympic and Paralympic Games. The USTA's philanthropic entity, the USTA Foundation, provides grants and scholarships and helps under-resourced youth and individuals with disabilities, and supports wounded, ill and injured service members, veterans and their families. For more information on the USTA, log on to [usta.com](#), "like" the official Facebook page, [facebook.com/usta](#), or follow @usta on Twitter.

#### **About Aramark**

Aramark (NYSE: ARMK) proudly serves Fortune 500 companies, world champion sports teams, state-of-the-art healthcare providers, the world's leading educational institutions, iconic destinations and cultural attractions, and numerous municipalities in 19 countries around the world. Our 270,000 team members deliver experiences that enrich and nourish millions of lives every day through innovative services in food, facilities management and uniforms. We operate our business with social responsibility, focusing on initiatives that support our diverse workforce, advance consumer health and wellness, protect our environment, and strengthen our communities. Aramark is recognized as one of the World's Most Admired Companies by FORTUNE, as well as an employer of choice by the Human Rights Campaign and DiversityInc. Learn more at [www.aramark.com](#) or connect with us on [Facebook](#) and [Twitter](#).

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