



## Aramark to Become Official Retail Partner for NFL Events Across the Country

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PHILADELPHIA--(BUSINESS WIRE)--Sep. 26, 2017-- The National Football League (NFL) and Aramark (NYSE: ARMK) announced a multi-year agreement today that will enable Aramark to serve as the official retail merchandise concessionaire for all special league events in the United States, including the Super Bowl, Pro Bowl, Scouting Combine, NFL Draft, and Kickoff.

The NFL and Aramark will work closely together to provide fans with a unique way to remember and memorialize live events through on-site and in-stadium stores, pop-up locations, and auxiliary and hotel outlets. Aramark will also collaborate with the NFL's licensed merchandise partners to market and carry a vast assortment of distinctive, officially licensed apparel, souvenirs, and keepsakes.

"We are pleased to partner with Aramark to manage merchandising operations for our signature events," said **JOSH FEINSTEIN**, NFL Vice President of Consumer Products. "By working with Aramark, not only are we able to streamline operations, but also drive real innovation that will elevate the on-site experience for our fans."

"We are honored to have the opportunity to work with the NFL to celebrate their most exciting events," said **CARL MITTLEMAN**, President of Aramark's Sports and Entertainment division. "As a longtime partner to many NFL teams, we understand the importance of and are committed to delivering dynamic and engaging retail programs."

Today's announcement formalizes an existing relationship between the NFL and Aramark. Most recently, Aramark managed the NFL's official retail operations for Super Bowl LI, the 2017 Scouting Combine, and the 2017 NFL Draft. In addition, Aramark has a long history and extensive involvement in high-profile occasions across industries, as well as pre-existing partnerships with a number of NFL teams.

### 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](http://www.aramark.com) or connect with us on [Facebook](#) and [Twitter](#).

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