

## NEWS RELEASE

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FOR IMMEDIATE RELEASE

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### **Service Systems Associates adds Fresno Chaffee Zoo to its list of clients**

Services Systems Associates Inc. (SSA), the leading provider of visitor services to Zoos and Aquariums, announced that the Fresno Chaffee Zoo has selected the Company to manage its retail operations. The Company started managing these operations April 30.

“Our industry expertise and longstanding commitment to customer service will provide the zoo’s guests with an enhanced retail experience during their zoo visit,” said Kevin McNicholas, President of Service Systems Associates Inc. “SSA has a proven track record in providing the highest level of guest services in the zoo and aquarium industry, and we plan to continue this successful model at the zoo in Fresno as it begins to implement new strategic and exhibit master plans to increase the size of the zoo from 19 acres to 40,” he added.



Fresno voters passed Measure Z sales tax in November 2004, and experts predict that it will raise about \$120 million over 10 years, with two-thirds of that money earmarked for new exhibits, upgrades and repairs. The rest of the money will be used for operations. With help from outside consultants, zoo staff has been creating a master plan to guide the Zoo’s future.

“We are working hard to take the Fresno Chaffee Zoo experience to a whole new level. SSA is the perfect partner to help us make it happen,” said Fresno Chaffee Zoo CEO/Director Lewis Greene.

Nearly 350,000 visitors tour the 19-acre Fresno Chaffee Zoo each year, which is now operated by the Fresno Chaffee Zoo Corporation. The Zoo exhibits about 600 animals, representing 184 species. Favorite animals include Asian elephants, orangutans, lemurs, giraffe and sea lions. Popular guest attractions also include a reptile house as well as a tropical rainforest.

The Zoo currently has a 2,400 square foot gift shop at the Zoo’s main entrance, which opened in 1999. The retail mix includes a variety of educational items, science equipment, jewelry and plush animals.

The gift shop manager for SSA will be Chris Schiefer.

Headquartered in Denver, Service Systems Associates (SSA) and its sister company, K-M Concessions Inc., ([www.kmssa.com](http://www.kmssa.com)) manage retail and food service concessions at museums, botanic gardens, zoos and aquariums in the United States, including the San Francisco, Los Angeles and Denver Zoos, Pittsburgh Zoo and PPG Aquarium and Monterey Bay Aquarium. The company is a national leader in visitor service operations for zoos and aquariums, serving over 15 million guests annually.

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