



Lake Tahoe Cruises Zephyr Cove Resort

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Jamie Hodgson, Austin Sass Join Lake Tahoe Cruises and Zephyr Cove Resort *New management to lead 2009 transitions*

Zephyr Cove, Nev. – (Dec. 5, 2008) – ARAMARK Parks and Destinations announced the appointments of Jamie Hodgson as district manager and Austin Sass as director of sales and marketing at its Lake Tahoe Cruises and Zephyr Cove Resort operations.

Hodgson comes to Lake Tahoe from the Olympic Peninsula in Washington State, where he was district manager for ARAMARK Parks and Destinations' three lodging properties. In this role, he reengineered brand positioning and developed a team philosophy to better align with the strategic objectives and tactical needs of the business. Having worked and lived in five different national park settings, Hodgson has more than 14 years of experience elevating brand performance and has a proven track record in a variety of businesses.

In his new role, Hodgson will be leading the various services offered by ARAMARK's Lake Tahoe operations, including the lodging, snowmobile tours, boat tours, campground and food and beverage sectors. "We have a great team in place here at Lake Tahoe. Every one of us is committed to raising the bar on what is one of the premier tourist attractions in the nation," says Hodgson.

Sass joins ARAMARK from Heavenly Mountain Resort, operated by Vail Resorts Inc., where he managed varied responsibilities in the areas of sales, service and marketing for group, international and corporate markets, including the oversight of the central reservations function. Sass has more than two decades of experience as a sales and marketing leader with an extensive background in business development, destination marketing and formulation of national advertising strategies.

As the Director of Sales and Marketing, Sass will be responsible for overseeing the development and management of creative promotions for all products and services managed by the Lake Tahoe business. He will work closely to support the operations managers in developing operations-specific programs and strategies that improve market penetration.

"We are thrilled about the transition that Jamie and Austin will bring to our operations at Lake Tahoe," said Carl Mittleman, vice president of operations. "We will continue to be innovative in 2009 to provide our visitors the exciting and distinctive experience they have come to expect."

ARAMARK continues to stay committed to unique destination experiences and its environmental stewardship program by protecting and restoring the nation's natural, cultural and historical resources for the enjoyment, education and inspiration of this and future generations.

For more information about Zephyr Cove Resort and Lake Tahoe Cruises, please visit www.zephyrcove.com or call 866-761-6240.

About Zephyr Cove Resort

Located on the South Shore of Lake Tahoe just four miles from Stateline, Nevada, Zephyr Cove Resort & Marina (www.zephyrcove.com) has been a historic recreational destination for more than a century, and today offers everything from camping and lakeside cabins to snowmobiling, boating and cruises to Emerald Bay. The Zephyr Cove Marina, which offers a host of boat and watercraft rentals, also serves as the departure point for the M.S. Dixie II, voted "Best of Tahoe," and offering daily cruises ranging from the historic breakfast buffet, champagne brunch, sightseeing and dinner/dance cruise.

About ARAMARK Parks and Destinations

ARAMARK Parks and Destinations, a division of ARAMARK Sports and Entertainment, provides a wide range of professional services, including property management, hospitality services and recreational support to specialty hotels, resorts, national and state parks, national forest service and other tourist destinations throughout the United States. ARAMARK Parks and Destinations seeks to create memorable experiences at destinations by bringing the best in environmental stewardship, sustainable cuisine and interpretive programs to the guests it serves. For more information on ARAMARK Parks and Destinations and each of its properties, visit www.aramarkparksanddestinations.com.