UNIVERSITY OF HOUSTON INTRODUCES NEW CAMPUS CONVENIENCE STORE

_Cougar Xpress Provisions on Demand in Modern Market Style_

Houston, Texas February 18, 2010 – University of Houston Dining Services/ARAMARK is pleased to introduce a new campus convenience store concept _Cougar Xpress Provisions on Demand Market_, to meet the demand of students looking for fresh, healthy and convenient grab ‘n go dining options.

_Cougar Xpress Provisions on Demand Market_ combines the corner store with the style of a modern market, featuring grab ‘n go dining options for breakfast, lunch or any time of day, including: freshly-prepared sandwiches, wraps, sushi and salads, as well as fresh produce, and delicious sizzling hot food items as such Rotisserie Chicken, Veggie Lasagna, and Hot Chicken Wings along with traditional essentials found in a convenience store.

“Our research told us that students were looking for fresh prepared foods and everyday essentials in one convenient location on campus,” said Tony Urso, University of Houston Dining Services Resident District Manager. “Our goal was to develop a highly-customized solution that delivers quality, convenience, variety, and value.”

The 2,500 square foot facility is conveniently located at Calhoun Lofts and is customized based on the specific needs of the campus community in which the store is located. For example, one campus may offer a wide range of organic and kosher products, while another will feature a more traditional selection. The hours of operations are Monday thru Friday 9:00 am – 11:00 pm, Saturday, and Sunday 10:00 am – 11:00 pm.
Please join us for an open house celebration on Wednesday, February 24, 2010 from 6:00 pm – 7:30 pm. Giveaways and Prizes will be given to residents signing up for social networks; and meal plans (Cougar Cash). Frequency cards will be handed out to guests. The first punch will be provided by UH Dining Services offering a free 20 oz bottle of Dasani water with the purchase of 9 more. The event will also offer a “shopping spree” with 1 Grand Prize winner. The “shopping spree” will be a 10 second timed challenge where participating students will be allowed to grab items in hand that equals no more than $10.00. The student with the closet dollar amount to $10.00 will win a Timbuk2 backpack!

Provisions on Demand Market was designed to engage students about the foods they eat, offering information about their place of origin and nutritional value. Product cues clearly identify food items as organic, kosher, locally-grown, gluten-free, low-carb or fair trade.

About UH Dining Services
University of Houston Dining Services provides service to more than 35,000 students and 4,000 faculty in 22 dining locations and convenience stores across University of Houston campus. UH Dining Services provides a high quality campus dining program that fulfills the needs of the University community. In order to support our surrounding community and promote sustainability throughout the program, UH Dining collaborates with local growers and businesses and incorporates many environmentally friendly practices into the dining centers on campus.

About the University of Houston
The University of Houston, Texas’ premier metropolitan research and teaching institution, is home to more than 40 research centers and institutes and sponsors more than 300 partnerships with corporate, civic and governmental entities. UH, the most diverse research university in the country stands at the forefront of education, research and service with more than 35,000 students.

About ARAMARK Higher Education
ARAMARK Higher Education is dedicated to excellence in dining, facility, conference center, and stadium and arena services. ARAMARK enhances the living and learning experience and environment for more than 600 colleges and universities throughout North America. For more information and a list of our services, visit www.aramarkhighered.com.