



DOYON, LIMITED



Denali National Park Concession Joint Venture

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New DVD of Tundra Wilderness Tour (TWT) Offered at Denali National Park and Preserve
TWT Guests can purchase actual DVD of their tour

DENALI NATIONAL PARK, ALASKA (Dec. 18, 2007) – The Doyon/ARAMARK Joint Venture announces a new personalized DVD for park visitors participating on the Tundra Wilderness Tour. The “Windows into Wilderness” DVD captures visitors’ actual experience on their individual tour. Starting in spring 2008, when the park bus systems begin operations, visitors will be able to receive professionally tailored footage of their personal tour experience for \$34.99.

New video technology has been implemented on the tour buses to capture and record a travelogue of each tour’s sightings during the Tundra Wilderness Tour. Personalized DVDs are created and can be mailed to the guests’ home within two weeks of the tour for the visitors who decide to purchase the DVD. The travelogue will contain footage of park wildlife taken during the tour and will also contain some stock footage of scenery and plants visible at the time of summer the tour is taken. In addition, a 30-minute documentary about the Tundra Wilderness Tour accompanies the travelogue, containing professional footage of the animals and scenery of Denali set to an interpretive narrative. Not available anywhere else, “Windows into Wilderness” is a unique memento of the visitor’s tour and experience.

Ideas for this innovative product commenced in 2004, when the Doyon/ARAMARK Joint Venture sought to increase the comfort and accessibility of the buses for the Tundra Wilderness Tour. A primary feature of these upgrades was a new videography component allowing drivers to zoom in on and video wildlife and display the sightings on drop-down monitors inside the bus. This provides a more up close and personal view of the wildlife being seen, and allows the entire bus of 52 people to view a sighting at the same time rather than an individual person looking through binoculars or a spotting scope.

“This new video feature enhances overall wildlife viewing and allows all tour participants to clearly see wildlife that is spotted during the course of this tour,” says Bob Concienne, vice president of Alaska operations for ARAMARK. “In addition, the personalized DVD preserves the experience for all tour participants, giving them the opportunity to revisit the tour at any time.”

The Tundra Wilderness Tour is a seven- to eight-hour adventure that explores Denali National Park. Hosted by an interpretive driver-naturalist guide, the tour departs twice

daily from area hotels and the Wilderness Access Center. Denali National Park and Preserve provides visitors an opportunity to see wildlife, including grizzly bears, moose and caribou, in a natural setting. The park's intact ecosystem provides habitat for a variety of wildlife to live and interact in a pristine natural environment.

For more information or to make a reservation for the Tundra Wilderness Tour, call (800) 276-7234 or visit www.visitalaskaparks.com or www.reservedenali.com. For more information on Denali National Park and Preserve please call (907) 683-2294 or visit www.nps.gov/dena/.

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About Denali National Park and Denali Park Resorts

Home to North America's tallest mountain, Mt. McKinley, diverse plant life and abundant populations of moose, caribou, Dall sheep, grizzly bears and wolves, Denali National Park and Preserve offers a unique visitor experience due to minimal intrusion from outside traffic. Access to the six-million-acre park is limited to a single road that allows for prime wildlife viewing, and traffic past the 15-mile point is restricted to buses and vehicles with special permits.

Denali Park Resorts is managed by ARAMARK. Doyon/ARAMARK JV is an authorized concessionaire of the National Park Service. Denali Park Resorts also owns and operates the McKinley Chalet Resort, which features 345 pine-paneled two-room suites in cedar lodges along the river less than a mile from the park entrance, and the McKinley Village Lodge, which features 150 guest rooms in several intimate lodges set on the banks of the Nenana River in a serene forest setting eight miles south of the park entrance. In addition, the company manages the Grande Denali Lodge and the Denali Bluffs Hotel, including the Alpenglöw Restaurant; hosts the spirited Cabin Nite Dinner Theater in an authentic roadhouse at the McKinley Chalet Resort; and operates Alaska Raft Adventures, which provides raft trips on the Nenana River and Explore Denali, which offers guided hikes throughout the area. To make reservations or receive more information about tours and activities, call 1-800-276-7234, or visit www.denaliparkresorts.com.

Denali Park Resorts, managed by ARAMARK, is an authorized concessioner of the National Park Service. DPR is not the a park concessioner – only Joint Venture is)

Through its sports and entertainment group, ARAMARK provides a wide range of managed services, including food, facility and other support services. ARAMARK serves more than 100 convention centers, museums, national and state parks, resorts and tourist destinations. ARAMARK offers organizations a single source provider for concessions, event planning, premium dining needs and catering, restaurants, retail merchandise sales, and recreational and lodging services.