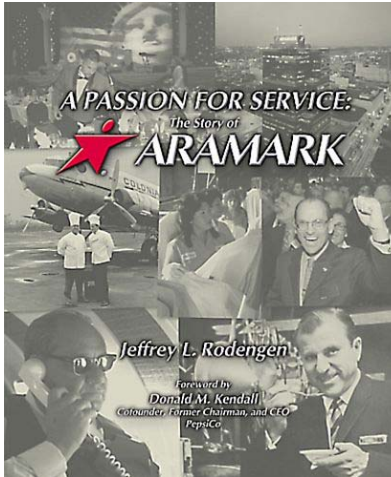


# For Immediate Release



Write Stuff Enterprises announces the publication of  
***A Passion for Service: The Story of ARAMARK***

**March 2008, Fort Lauderdale, FL**—Write Stuff Enterprises, Inc. is proud to announce the release of *A Passion for Service: The Story of ARAMARK* by Jeffrey L. Rodengen.

With a foreword written by Donald M. Kendall, cofounder, former chairman, and CEO of PepsiCo, this eagerly awaited book chronicles the unique story of an exceptional organization that has become the No.3 foodservice and No.2 uniform supplier in the United States.

ARAMARK Founder Davre J. Davidson started the business as a one-man operation from the backseat of his Dodge in 1936 and never imagined that such humble beginnings would one day evolve into a worldwide professional services company, serving the needs of a vast array of companies around the world.

Davidson's vision to introduce vending machines in factories and offices through a focus on service was strengthened when he met like-minded entrepreneur William Fishman, who ran Automatic Merchandising Company, a vending machine company in Chicago. In 1959, Davidson and Fishman merged their operations and soon expanded to the East Coast through a major acquisition, transforming their company into a national enterprise.

*The World's Leader in Fine Business Publishing*

Write Stuff Enterprises, Inc. 1001 S. Andrews Avenue, Suite 120, Fort Lauderdale, FL 33316  
Phone: 954-462-6657 Fax: 954-463-2220

Today, the company is a leader in professional services, including award-winning food services, facilities management, and uniform and career apparel to stadiums, arenas, universities, school districts, health care institutions, and many other businesses around the world.

*A Passion for Service: The Story of ARAMARK* celebrates the company's achievements, recognizing its growth from a one-person operation to a \$12 billion global company with 240,000 employees and clients in 18 countries.

*A Passion for Service: The Story of ARAMARK* is now available at fine booksellers nationwide for \$39.95, or directly from the publisher, Write Stuff Enterprises, Inc., at 1-800-900-Book (2665) toll free or (954) 462-6657. For additional titles, visit [www.writestuffbooks.com](http://www.writestuffbooks.com).

Write Stuff Enterprises, Inc., based in Fort Lauderdale, Florida is the world's leading publisher of works on the evolution of industry and technology. Our mission is to bring to life, in full-color coffee-table-style books, the compelling stories of the great corporations, associations, and institutions that have revolutionized the world.

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