



News Release

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Public-Private Partnership at its Best

Major Renovation for Visitor's Center At Hearst Castle®

Significant Improvements for the Visitor Experience

SAN SIMEON, CA – California State Parks and ARAMARK are getting ready to celebrate the renovation of the Hearst Castle® Visitor's Center after a multi-million dollar, private-money renovation. ARAMARK is the State Park Concessionaire for the Hearst Castle Visitor's Center, which contributed all the funding in this public-private partnership that is adding significant improvements to the visitor experience at the Castle.

"It is important for the citizens of California to know that our park system relies on solid public-private partnerships to keep this system up and running well," said Ruth Coleman, Director of California State Parks. "And this particular partnership with ARAMARK has added significant improvements that the public will enjoy and so we encourage people to visit the Castle and this magnificent coastal area of California."

"The renovations at the Visitor's Center will make the Castle a more comfortable and inviting place for our visitors, and by extension, that will serve as an added draw for people to visit this beautiful coastal section of California," said Nick Franco, State Parks' Superintendent for the San Luis Obispo District. "This partnership with ARAMARK is producing a much improved Castle experience and, along with the partnerships with the National Geographic Theater and Hearst Ranch Beef, we are hopeful that the visitors and the community will see an immediate benefit."

The renovations at the Castle include: a new façade on the front of the Visitor's Center that is inspired by the castle's architecture, a redesigned interior that is more open, airy and more protective from the weather, Mediterranean style trellises that provide an improved atmosphere of beauty, a new garden shop featuring garden art and live plants, a remodeled gift shop with a state-of-the-art video wall, and a bookstore that is modeled after Hearst's elegant private library.

"When William Randolph Hearst built the famed Castle, he included design features, architecture and style that made this wonderful place the National Historic Landmark that it is today," said Jody Bell, manager of ARAMARK's operations at Hearst® Castle. "What we have done is bring that same style and elegance down the hill to the Visitor's Center, to give visitors a prelude to what they are about to see on the enchanted hill. We are very proud of our changes."

For Tour Reservations Please Call (800) 444-4445 or online at www.hearstcastle.com

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