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NATIONAL AQUARIUM IN BALTIMORE SELECTS EVENT NETWORK TO MANAGE RETAIL OPERATIONS

Baltimore (October 20, 2004) — The National Aquarium in Baltimore has selected San Diego-based Event Network (EN) to manage retail operations at the Aquarium. The firm, which provides retail management for zoos and aquariums nationwide, including Chicago's Shedd Aquarium, the Seattle Aquarium and the Philadelphia Zoo, will begin operating the Aquarium's retail shops in November.

“As a non-profit organization, we depend on a variety of funding sources to support Aquarium operations and our education and conservation programs,” said Paula Schaedlich, deputy director for programs and operations. “Partnering with EN allows us to maximize our retail revenue and continue to grow our programs. Ultimately, EN's financial results, combined with their customer service and seamless integration with their other partners, convinced us to move in this direction.”

EN is able to guarantee their partner institutions profits through economies of scale – using the combined buying power of their partner stores, EN can purchase in volumes beyond the capabilities of individual institutions.

EN has invited Aquarium sales staff to apply for positions within the new structure.

Under terms of the agreement with the Aquarium, EN will adhere to the Aquarium's standards of environmental responsibility, and will accurately represent marine animals when selecting merchandise for Aquarium shops.

While this is the first time that the Aquarium has contracted its retail services operations, it has partnered since 1990 with Sodexho to manage its restaurant operations.

The National Aquarium in Baltimore, a non-profit organization, is Maryland's most exciting and popular cultural attraction, as well as one of the region's leading conservation and education resources, hosting more than 1.6 million visitors per year. The Aquarium's mission is to connect people with aquatic life in order to create a better world for both. It is dedicated to education and conservation through more than a dozen programs that serve the environment and the community.

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