

University Dining Services
Press Release – Campus and Local
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**University of Montana's Cascade Country Store
Named Best in the Business for Marketing of Campus C-Stores**

Missoula, MT, March 30 2006- Today, the National Association of College and University Food Service (NACUFS) announced the results of their 5th annual "Best in the Business" Campus C-Store Contest. The competition recognizes leadership in product mix, marketing, layout and design, food applications, and customer service innovations. University Dining Services (UDS) is proud to announce that the winner of the marketing category was our very own Cascade Country Store.

As the winner of the marketing category, The Cascade Country Store will be featured in a "Best in the Business" DVD which provides a virtual tour of cutting-edge facilities across the nation. The winners will also be recognized and featured in a presentation at the "Neighborhood Marketing: The Campus C-Store" workshop held during NACUFS' 48th National Conference in Toronto, Ontario, Canada, July 24 – 25.

"The campus c-store market is a dynamic and innovative environment and to be named among the best in the business in any category is a real honor for everyone involved," said University Dining Services marketing manager Elliot Westwater, "Of course, winning in the marketing category does make my smile just a bit wider."

Judging of the 50 entries in five categories was conducted by students, C-store managers, members of the press, and representatives from PepsiCo (the contest sponsor).

The complete contest winners by category are as follows:

Product Mix

University of North Carolina–Chapel Hill (Ram's Head Market)

Marketing

University of Montana (Cascade Country Store)

Layout and Design

University of Michigan (U'Go's)

University of Missouri-Columbia (Mizzou Market)

Food Applications

Miami University (Scoreboard)

The Big Idea: Customer Service Innovations

Vanderbilt University (Ro*Tiki at Varsity Marketplace)

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