

ARA MARKETING SERVICES

**Directors' report and financial
statements**

Registered number 00449978

1 October 2010

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Directors' report

The directors present their annual report and the financial statements for the 52 weeks ended 1 October 2010

Review

The company did not trade during the period and the directors do not expect the company to trade in the foreseeable future

Dividends

The directors do not recommend the payment of a dividend for the period ended 1 October 2010 (2009 £nil)

Directors and their interests

The directors who served during the period were

AW Main

R Wheeler

NI Boston (resigned 5 February 2010)

D Doyle (appointed 16 August 2010)

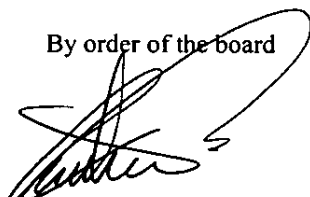
Directors' interests in shares

The directors who held office at 1 October 2010 had no interests in the shares of the company at any time during the period under review. The directors had no other interests required to be disclosed under the Companies Act 2006

Auditors

The Company was entitled to exemption from audit under section 480 of the Companies Act 2006 relating to dormant companies

By order of the board



A W Main
Director

Millbank Tower (28th Floor)
21-24 Millbank
London
SW1P 4QP

5 October 2010

Balance sheet
At 1 October 2010

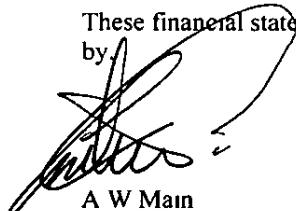
	<i>Note</i>	2010 £	2009 £
Debtors			
Amounts owed by related companies		2 ==	2 ==
Capital reserves			
Called up share capital	2	2 —	2 —
Equity shareholders' funds		2 ==	2 ==

For the year ended 1 October 2010 the company (registration number 00449978) was entitled to exemption under section 480 of the Companies Act 2006

Director's responsibilities:

- a) The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476,
- b) The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts

These financial statements were approved by the board of directors on 5 October 2010 and were signed on its behalf by



A W Main
Director

The accompanying notes are an integral part of this balance sheet

Notes

(forming part of the financial statements)

1 Accounting policies

The principal accounting policies are summarised below. They have all been applied consistently throughout the year and the preceding year.

Basis of accounting and preparation

The financial statements are prepared under the historical cost convention and in accordance with applicable United Kingdom accounting standards.

The Company was dormant throughout the year and as it did not trade during the year, no profit and loss account has been prepared.

The Company is also exempt from the requirement of FRS1 to include a cash flow statement as part of its financial statements because the Company is a wholly owned subsidiary and the consolidated financial statements in which the subsidiary undertaking is included are publicly available.

2 Called up share capital

	2010	2009
	£	£
<i>Authorised, called up and fully paid</i>		
2 Ordinary shares at £1 each	2	2
	—	—
	2	2
	==	==

3 Ultimate parent company

The directors regard ARAMARK Holdings Corporation, a company incorporated in the state of Delaware, USA, as the ultimate parent company and the ultimate controlling party.

The largest and smallest groups in which the Company is a member and for which financial statements are drawn up are those headed by ARAMARK Holdings Corporation and ARAMARK Limited respectively. Copies of the financial statements for ARAMARK Holdings Corporation may be obtained from ARAMARK Tower, 1101 Market Street, Philadelphia, PA 19107, USA.

As a subsidiary undertaking of ARAMARK Holdings Corporation, the Company has taken advantage of the exemption in FRS8 "Related party disclosures" from disclosing transactions with other members of the Group headed by ARAMARK Holdings Corporation.