

Brunswick / Trifecta Management Group
“Taking the Bowling Experience to the Next Level”

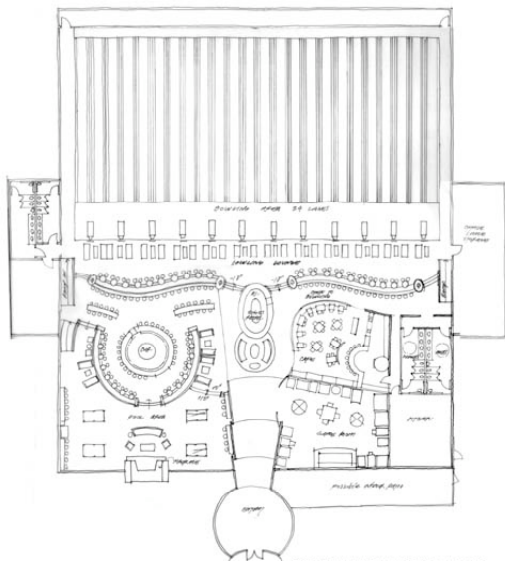
Brunswick Bowling and Trifecta Management Group (TMG) have partnered to provide investors and operators creative solutions to supplement the bowling experience through:

- Enhanced restaurant and entertainment offerings within your existing or new Bowling Center (“Enhanced Experience”), or
- A fully integrated, unique, restaurant/bar/bowling concept, customized for your local community (“Custom Concept”).
- A full turn key business, that builds upon the scope of the Custom Concept and is inclusive of management of daily operations and ongoing product development for all aspects of the concept (“Turn Key”)

In all cases, TMG will work closely with you during each step of the design, development and opening phases to create a compelling and unique product and guest experience. TMG can also assist with post-opening operating management overall or other specific services such as menu development, training, pricing levels, marketing, group sales, promotions, etc.

Enhanced Experience

TMG provides services on developing new or re-conceptualizing your existing Bowling Center. We will work with you to integrate the entertainment and food/bar components within the venue as well as provide ancillary entertainment options such as laser tag, bumper cars, billiards, video games and other complementary attractions. The layout of these products is important, not only from a visual sense, but also from an operating efficiency perspective. TMG will develop a compelling facility layout which provides a great experience and encourages the use of the entire facility. Maximizing profits from these ancillary entertainment options is a careful balance among pricing, cost management and most importantly, operational execution. As part of our overall service, crew / management training and line schedules will be provided for all aspects of the business.



SAMPLE LAYOUT – Not for reproduction or use

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Equally important to the entertainment is providing your guests the great food and beverage products and services they desire, when they want it and where they want it. Why not compete for family or active adult business, even from non-bowlers? There is no reason you shouldn't. TMG can help you create a

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variety of products offerings, including a sports bar, full service casual dining, a 50's style diner, or even a more traditional pizza parlor concept. With years of experience, we can create compelling custom food and beverage concepts that will enhance the overall experience and drive additional revenues.

The Enhanced Food and Beverage package will include the following:

- A restaurant / bar concept(s), including the layout and adjacencies within your Center
- Complete administration package inclusive of menus/recipes
- All operational systems and processes including labor scheduling
- A complete local store marketing program and templates for collateral for restaurant / bar operations
- A complete group sales program inclusive or pricing and menus
- Recommended pricing and entertainment / F&B inclusive packages
- Management and crew member training and all related materials for ongoing F&B operations



Custom Concept

The Custom Concept option provides you a fully integrated bowling / restaurant / bar / entertainment venue which we will design and develop for you to operate. TMG will be involved in all aspects of concept design, construction and implementation working with you to understand the market dynamics in order to develop a compelling guest destination, promising to be a one-of-a-kind experience—THE ultimate party place of your community.



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The core entertainment product, of course, will be bowling, most likely 20-100 lanes. However, this age old proven “game” will be enhanced by complementary experiences including a full service dining restaurant featuring the latest cuisines, a larger than life sports or martini bar, billiards, interactive games and live entertainment. The concept look, feel and brand will also be carefully developed, with sensitivity to the local community and marketplace. The actual composition of the overall experience will depend on your primary and secondary target markets which we will help you define.

TMG will be involved in ALL aspects of the concept development process through the opening of the venue and includes:

- We will provide architectural / design firm services that specialize in location based entertainment / restaurant concepts
- Construction company selection, project oversight and management
- Vendor contract negotiations
- Media relations and pre-opening marketing/operating activities
- Marketing and group sales programs
- Menu development for restaurant and bar concepts
- Management recruitment and hiring
- Administrative systems, reporting and procedures
- Comprehensive operating processes, systems and crew and management training for all aspects of the venue
- New unit opening management
- Post opening operations and management support



Turn Key

The Turn Key option builds upon the Custom Concept and includes our management services for the operations. In this scenario, TMG will develop, design, and operate the bowling / restaurant / bar / entertainment venue, while you maintain ownership of all of the assets. TMG will provide all ongoing menu and product development services for the concept so the product and experience remains fresh and on the cutting edge of entertainment.

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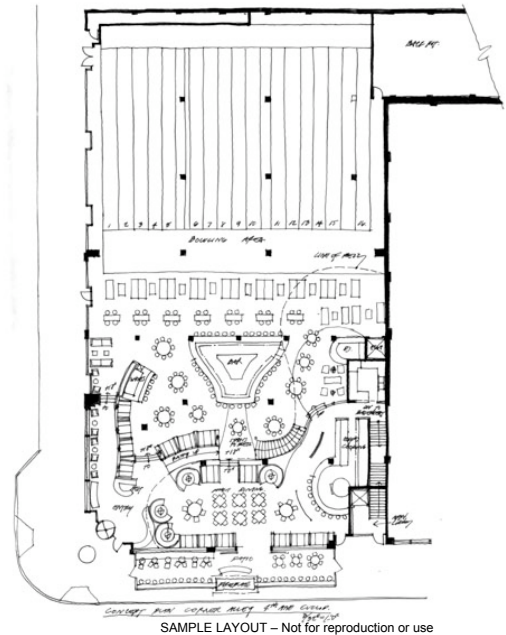
In addition to what is offered in the Custom Concept option, the Turn Key option will provide the following:

- Unit based management
- Regional management supervision
- Ongoing recommendations on new games and attraction investment
- Ongoing menu development
- Ongoing marketing / promotional campaigns
- Group sales management
- Monthly financial reports and analysis
- Annual business and capital plans

As you can see, this is truly a turn key business opportunity that will allow you to own an



investment grade concept without the necessity to manage a business on a day to day basis.



About Trifecta Management Group

The management of TMG has combined over 70 years of experience in the F&B and entertainment industries, with expertise in the creation, marketing and operation of innovative, new concepts. The team has held senior level positions with world class companies/brands such as Paragon Restaurants, Tony Roma's Restaurants, Universal Studios and most recently GameWorks, where they comprised the strategic, operational and business development nucleus. More importantly, the management of TMG has a proven track record in a critical, but often overlooked, key success factor in creating an immersive, repeatable guest experience in multi-product venue---the visual, visceral and operational integration of the product offerings to ensure a seamless, quality experience, one that ultimately results in investment maximization.

For more details on Trifecta Management Group, please visit our website at www.trifecta-mg.com.

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Our Partnerships

TMG has partnered with the premier companies in the entertainment industry to provide you with the best in equipment, construction and design services.



All of our bowling concepts utilize the state of the art **Brunswick** equipment. Renowned worldwide for their industry leading equipment, technical support and customer service, your core entertainment experience will have the quality and dependability that has become synonymous with the Brunswick brand.

For more details on Brunswick Bowling and Billiards, please visit their website at www.brunswick.com.



Design Development Company is a full service design firm specializing in creative and cost effective food service, restaurant and kitchen design. Established in 1983 by Ron Lieberman, the firm offers clients a comprehensive package of services, from concept to completion, including the design expertise of Design Director, David Lieberman who helps his clients visualize the dynamic creative results necessary for a memorable enjoyable customer experience.

For more details on Design Development, please visit their website at www.designdevelopment-group.com.



Graycor Construction Inc. is a subsidiary of Graycor, a leading provider of construction, maintenance and facilities services throughout North America. Since its founding in 1921, Graycor has earned a strong reputation in the industry for providing innovative, collaborative solutions to its clients' unique challenges. Specializing in building state-of-the-art restaurants, retail and entertainment facilities, Graycor Construction is uniquely suited to partner with TMG for its construction and project management services.

More information on Graycor is available at www.graycor.com.