

# PRESS RELEASE

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## ***Trifecta takes on Trio of Centers***

*Trifecta Management Group takes over management of popular bowling entertainment centers in Central Florida*

Orlando FL, January 23, 2008— Aloma Bowling Centers has hired Trifecta Management Group to manage its operations effective immediately. The three popular bowling centers, located in Central Florida, include Boardwalk Entertainment Center, Aloma Bowl, and Airport Lanes. Each of these venues has established itself as a premier destination for adults, families and avid league bowlers. The venues provide an array of entertainment options for guests of all ages including bowling, billiards, interactive games and food and beverage offerings.

In making this announcement, Vinnie Luccisano, the CEO and founder of Aloma Bowling Centers, said, “I am excited to forge this relationship with Trifecta. While we are very proud of what we have accomplished during the past 30 years and how we are viewed in the greater Orlando area, I believe that Trifecta will help take us to the next level in terms of the overall guest experience and especially in improving the quality and service of our food and beverage operations.”

“These venues have been providing their guests a welcoming environment for years, and by the same token have great, untapped potential,” said Michael Auger, a TMG managing partner and ex-GameWorks executive vice president of operations. “We’re excited to have the opportunity to work with Vinnie to make these bowling centers the premier bowling centers in Central Florida. We plan on making a few adjustments to the food and entertainment offerings all geared to provide a better overall guest experience.”

In connection with the Trifecta news, Mr. Luccisano announced that Ray Koehler, one of the company’s founders and a managing partner, will head up all league and tournament activities in order to grow that portion of the business. “With Ray’s vast experience, we believe this aspect of our centers will thrive,” Auger said. “We’re very fortunate to have someone with Ray’s wealth of knowledge heading this effort.” In addition, Trifecta vet Adam Kleinhenz will bolster the management team. Kleinhenz will provide overall day-to-day oversight of the three Orlando centers inclusive of the 80 lane Boardwalk Entertainment Center, which is the largest bowling center in the Southeast region.

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Trifecta Management Group, Inc. was founded by Ron Lam, Bruce Nussbaum, Michael Auger and Jill Mather, the former executive management team that comprised the strategic, operational and development nucleus at GameWorks, the acclaimed restaurant and interactive entertainment concept. Trifecta currently operates nine entertainment and restaurant concepts in Ohio, California, Florida and Minnesota.

The partners of TMG have over 70 years of combined experience operating restaurants and entertainment businesses domestically and internationally, with vast experience in all aspects of strategic planning, concept development, project management, training and ongoing operations for all types of restaurants and entertainment destinations. TMG also offers a full array of consulting services to the restaurant, retail and entertainment industries, including Trifecta Learning Solutions™, a training/development system which uses the latest video technologies, promising to make training more efficient. More information on TMG can be found on its website, [www.trifecta-mg.com](http://www.trifecta-mg.com).