

PRESS RELEASE

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Trifecta's Jill Mather to Speak at BPAA *Restaurant Training Guru rolls expertise into Bowling Industry*

Agoura Hills, CA, October 23, 2006—It was announced today that renowned restaurant industry training expert, Jill Mather, now of Trifecta Management Group (TMG), will be speaking at the prestigious Bowling Proprietors' Association of America Summit in Cancun, Mexico on January 21 through 25, 2007, where over 2,000 bowling owners and industry professionals are expected to attend.

As a featured speaker, Mather will present a seminar on premium guest services as a point of differentiation. This session specifically focuses on generational differences in the workforce and how to better understand the expectations as it relates to working together and giving customized guest service, whether it be for a full scale entertainment center or a traditional bowling only center.

“I am very excited about my latest endeavors into the bowling industry, as there is a great opportunity to reinvent how guest service is perceived and, more importantly, how our employees are trained to provide the ultimate guest service,” said Mather. “In addition, I’ve enjoyed collaborating with a number of bright, insightful bowling industry professionals who want to share ideas, break old paradigms and work together to create the new and improved bowling experience.”

Recently, Ms. Mather was the keynote speaker for Brunswick at the East Coast Bowling Center Conference for established owners in Atlantic City.

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. TMG is built around two simple, yet focused, ideas: (1) to create, deliver and manage compelling, customized restaurant and entertainment concepts tailored to the specific needs of the marketplace and (2) to maximize profitability for shareholders of retail concerns focusing on product enhancement, sales, management and operating efficiencies.

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.

For more information or inquires, please contact Bruce Nussbaum at bnussbaum@trifecta-mg.com.