



**UPSCALE BOWLING, RESTAURANT, BAR CONCEPT
PINS DOWN TALLAHASSEE LOCATION**

Lane 7 & and J Lefty's™ To Debut In Early 2009

TALLAHASSEE - October 15, 2008 - A high-sensory entertainment destination that takes the classic sport of bowling, casual dining, billiards and interactive video games to a new level of affordable family fun will premiere in early 2009 in Tallahassee.

[Lane 7](#) will offer a state-of-the-art bowling and entertainment experience, while [J Lefty's Grill & Bar](#) will serve up a creative menu of American comfort cuisine and a high-definition bar in a casual yet sophisticated setting. Located in the Northampton shopping center on Kerry Forest Parkway, the 40,000 square-foot complex is the vision of Tallahassee entrepreneur Jake Whitfield.

In addition to 22 bowling lanes, including four private alleys in a separate VIP area, Lane 7 promises to be an attention-grabbing sight-and-sound experience featuring a leading-edge music system and more than 30 HDTVs, including 11 projection screen televisions over the bowling lanes. The visual display will offer guests front-row seats to must-see sporting events and the latest music videos.

The venue will cater to people of all ages who are looking for a unique and engaging way to spend their day or evening.

"The Lane 7 and J Lefty's experience will bring a new dimension of entertainment to Tallahassee," said Whitfield. "We have designed a captivating destination with the idea that everyone - families with youngsters or teens, college students, singles and couples - will find something they enjoy here. There's clearly a need for a wider variety of leisure activities in the Big Bend area, and we strongly believe that this type of bowling and restaurant venue will help fill the gap."

Whitfield brought in [Trifecta Management Group, Inc.](#) of Los Angeles to assist in developing and managing the concept. The brainchild of three former GameWorks senior executives, Trifecta was launched in 2005 as a restaurant/entertainment creator and operator and manages 10 venues nationwide. Trifecta has created critically acclaimed concepts, including The Corner Alley® and Zocalo Mexican Grill and Tequileria in Cleveland, Ohio.

Whitfield expects 75 to 100 employees will be hired to run both operations.

Bowling at Lane 7

In the last few years a number of new VIP bowling concepts with posh comfortable settings, gourmet cuisine and adult beverages have brought about a renaissance in the industry, catering to an influx of social bowlers, led by successful concepts like Lucky Strike and The Corner Alley. Lane 7 takes the experience to the next level by including all bowlers, including

families and those who want to share in league play.

"Whole generations grew up bowling, but in musty, dark, smoke-filled alleys with tasteless beer, rotisserie hot dogs and greasy fries as the food staple," said Whitfield. "But this concept is anything but your grandfather's bowling alley. The only similarity you'll notice between the two is the familiar sound of bowling balls striking ten pins."

The centerpiece of the bowling alley will be the state-of-the-art scoring system and classic lanes designed by Brunswick, the industry's premier full-line equipment and service provider. Friendly and experienced servers will take food and drink orders at the lanes so that bowlers will not have to leave the action.

Dining at J Lefty's Grill & Bar

Whitfield is a former southpaw with the Minnesota Twins organization, and thus the name J (for Jake) Lefty's was born. Look for the interior ambiance to reflect Whitfield's bias toward lefties, including recognition of famous left-handed artists, athletes and entertainers.

The renowned interior design firm of Design Development of Agoura Hills, CA, has been brought in to give both Lane 7 and J Lefty's a sleek and comfortable décor. Walls, flooring and furniture in harmonious shades of brown, orange and turquoise will offer a hip and spicy flavor to the 150-seat restaurant, which will have both indoor and outdoor seating.

Contemporary American cuisine will run the gamut from specialty appetizers to handcrafted gourmet pizzas to grilled steaks and seafood.

About Whitfield & Investors

The founder and CEO of 7 Entertainment, LLC, Jake Whitfield also is a founding member of eLayaway.com, a payment processor that offers automated layaway payment plans so customers can pay for a product or service over time and receive their order once it's paid in full. Whitfield and his wife and three children live in Tallahassee.

Whitfield's vision for Lane 7 and J Lefty's was brought to reality by Dr. Richard Thacker, an osteopathic physician specializing in Internal Medicine in Tallahassee. The two created 7 Entertainment, LLC and were able to bring on other partners who shared in their vision.

Trifecta Management Group

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