

# PRESS RELEASE

Contact: Bruce Nussbaum  
TMG  
818-879-7100

## To Russia with TMG

### *Trifecta Management Group announces first project in Russia*

Agoura Hills, CA, July 14, 2006—Bruce Nussbaum, a managing partner with Trifecta Management Group (TMG), announced today a significant development project with Cosmik Bowling, the preeminent operator of bowling and billiards centers in Russia. The project will include the design and development of 4,000 – 6,000 square foot family entertainment zones and related operating processes and systems to be integrated into new Cosmik Centers. The TMG concept promises to provide a unique, world class entertainment experience for all families.

Said Nussbaum, “We are very excited to embark on this project with such great partners, who have a proven track record in successfully operating entertainment venues. We are confident that this prototype can be rolled out to all of its future locations. We do believe that we have a compelling family entertainment product that will work fabulously in certain international markets, with Russia heading that list.”

Work on this project begins immediately with an anticipated December opening in Cosmik’s newest center, in the Vernadskogo Shopping Center in Moscow Russia.

In addition to being the leading operator of bowling and billiards centers in Russia, Cosmik is the exclusive distributor of Brunswick bowling and billiards products in Russia. The TMG/Cosmik project is the latest example of the close relationship between TMG and Brunswick and Brunswick’s customers.

---

Trifecta Management Group, Inc. was founded by Ron Lam, Bruce Nussbaum and Michael Auger, 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 three managing partners of TMG have over 40 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. TMG recently launched Trifecta Learning Solutions™, a training/development system which uses the latest video technologies, promising to make training more efficient. This effort is led by Jill Mather, a renowned leader in the training and management development field. More information on TMG can be found on its website, [www.trifecta-mg.com](http://www.trifecta-mg.com).

For more information or inquires, please contact Bruce Nussbaum at [bnussbaum@trifecta-mg.com](mailto:bnussbaum@trifecta-mg.com).