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**CONTACT:** Susan Gallik  
216.912.2862  
[sGallik@LandauPR.com](mailto:sGallik@LandauPR.com)

Bruce Nussbaum  
818.819.7100  
[bnussbaum@trifecta-mg.com](mailto:bnussbaum@trifecta-mg.com)

**UPSCALE BOWLING LOUNGE STRIKES ON EAST 4TH STREET,  
MAKING ITS U.S. DEBUT IN CLEVELAND**

*The Corner Alley™, 4<sup>th</sup> Street Bar & Grill™ Promise “Life in the Fast Lane”*

**CLEVELAND – November 17, 2006** – If you think you know how a bowling alley looks, feels and smells, think again. The Corner Alley™, opening in downtown Cleveland’s East Fourth Neighborhood, offers much more than just 16 lanes of bowling.

This upscale bowling alley and martini bar, along with its accompanying restaurant, 4<sup>th</sup> Street Bar and Grill™, makes its national debut in Cleveland on **Thursday, Dec. 7 at 8 p.m.**, followed by a weekend of grand opening festivities. The new, high-energy concept was developed by three former GameWorks senior executives who now run Trifecta Management Group, Inc. (TMG), a restaurant/entertainment developer and operator based in Agoura Hills, Calif. The partners saw a unique opportunity in the growing East Fourth Neighborhood and decided to debut their newest concept in Northeast Ohio.

“Having opened several GameWorks around the country, we knew what we wanted for The Corner Alley, and Cleveland’s East Fourth Neighborhood had it all,” said Mike Auger, a managing partner of TMG. “The neighborhood caters to urban professionals, who we see as our key market: people looking for a fun night out with great food, great drinks and a party atmosphere, and who aren’t embarrassed if they roll a gutter ball. This concept’s design is not only unique to Cleveland - it’s one of a kind.”

**THE LOOK**

Enhanced by renowned interior design firm Design Development of Agoura Hills, Calif., The Corner Alley’s sleek, contemporary décor fits right in with the eclectic neighborhood. As guests enter The Corner Alley, they pass a unique sculpture made of antique bowling balls and are immediately greeted with the sights, sounds and smells of the restaurant, martini bar and bowling alley.

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## *The Corner Alley/2*

The art deco-inspired martini bar and bowling alley are decked out in shades of chocolate brown and turquoise. Huge, high-definition video screens surround the space and eye-catching video monitors in the heart of the bar are complemented by a centerpiece liquor display. Another set of screens above the main bowling alleys displays guests' bowling scores along with attention-grabbing multimedia content, featuring music videos on The Corner Alley TV. Offering a complete sensory experience, The Corner Alley is a great place to grab a drink or a bite, catch the game or just people-watch.

In 4<sup>th</sup> Street Bar & Grill, a 20-foot exhibition kitchen with a wood-burning oven and counter seating is the focus. Shades of orange, red and brown and a terra cotta ceiling highlight the 100-seat restaurant, which includes outdoor patio seating. Featuring a signature menu authored by nationally acclaimed chef Will Greenwood, 4<sup>th</sup> Street Bar & Grill offers the latest in culinary excellence in American cuisine.

"With the design, we wanted to do something that was totally unique, but where you would feel hip and comfortable from the moment you walked in," Auger said. "We feel we've rolled a perfect strike' (pun intended) with The Corner Alley, and we are particularly excited to be opening our first one as an anchor to Cleveland's vibrant East Fourth Neighborhood."

### **THE FOOD AND DRINKS**

At The Corner Alley, you won't find your usual bowling fare, and it won't be served up from a snack bar. TMG teamed up with Southern California-based, nationally acclaimed chef Will Greenwood to create two menus of modern American favorites for The Corner Alley and 4<sup>th</sup> Street Bar & Grill.

"Will has an impressive résumé, which includes the Best Chef in America 1996 award from the American Academy of Restaurants and Chef of the Year 1994 award from the National Restaurant Association," Auger said. "Having cooked for everyone from three presidents to attendees of the Country Music Awards and guests at several acclaimed restaurants, Will's broad appeal has allowed him to create a menu that Clevelanders will enjoy during a business lunch, on a date night or while bowling with friends."

At 4<sup>th</sup> Street Bar & Grill, executive chef Todd DiCillo and his team will serve up classic comfort foods like the Three Meat-Loaf, along with a couple of new favorites like Smoked Salmon Pizza and a Teriyaki-Marinated Grilled Portabello Sandwich. Featuring lunch, dinner and late-night dining, 4<sup>th</sup> Street Bar & Grill dishes up delicious, innovative cuisine at affordable prices. The late-night menu for the bowling alley and martini bar features an extensive list of martinis, other signature drinks as well as upscale finger foods like a Slider sampler, Maryland-Style Stuffed Crab Cakes, and Yucatan Shrimp Spring Rolls.

"We worked with Will to create this delectable menu so that our guests could experience great food and drinks anytime – not just when they come to bowl," Auger added.

## **THE EXPERIENCE**

With everything from bowling to billiards, The Corner Alley aims to provide its guests with the ultimate entertainment experience.

The centerpiece of the 16-lane bowling alley is the state-of-the-art scoring system, custom-designed in conjunction with Brunswick, the bowling industry's premier full-line, full service provider. Experienced servers will roam the lane-side tables for food and drink orders.

"We created The Corner Alley for people who want to have fun and who bowl at all skill levels," Auger said. "Bowling is a sport that works best in a social, group setting. We envision lots of groups coming here, both corporate groups and groups of friends out on the town. The Corner Alley gives our guests the chance to live life in the fast lane."

VIPs who want to escape the crowd can be found in the exclusive Millionaires' Row, which pays tribute to the posh and glamorous days of Euclid Avenue in the early 20<sup>th</sup> century. This private room, featuring the Back Alley Bar, four lanes of bowling, big screen TVs, a premium audio system and luxurious leather couches, will play host to private functions and parties.

Meanwhile in The Corner Alley, pool tables are racked and the HDTVs are showing the latest music videos and sporting events while DJs spin and live bands take the stage on weekends. Even if you don't strap on bowling shoes at The Corner Alley, your senses will be stimulated.

"The Corner Alley is a unique and very welcome addition to our neighborhood," said Ari Maron, partner of MRN Ltd., developer of the East Fourth Neighborhood. "It joins the ranks of the other world-class venues on East 4th, and enhances the overall experience for visitors to the street. With fine dining, a neighborhood pub, outstanding concert and comedy venues and now The Corner Alley all on one block, visitors have unmatched access to a wide variety of entertainment options."

The Corner Alley adds to the growing list of dining and entertainment concepts on East 4th Street, complementing Flannery's Irish Pub, Lola, House of Blues, Jimmy John's Sub Shop, and Pickwick & Frolic Restaurant and Club. Other dining and entertainment concepts also are planned.

The Corner Alley and 4<sup>th</sup> Street Bar & Grill are located on the corner of East 4<sup>th</sup> Street and Euclid Avenue. The Corner Alley is open seven days a week from 11 a.m. to 2 a.m. Also open seven days a week, 4<sup>th</sup> Street Bar & Grill serves guests from 11 a.m. to 10 p.m. on weekdays and 11 a.m. to 12 a.m. on weekends. For more information, call 216-298-4070 or visit [www.thecorneralley.com](http://www.thecorneralley.com) or [www.4thstreetbarandgrill.com](http://www.4thstreetbarandgrill.com).

*The Corner Alley/4*

Trifecta Management Group, Inc. (TMG), a dynamic venture established to create, develop and operate innovative restaurant and entertainment destinations, was launched in May 2005 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. For more information, visit [www.trifecta-mg.com](http://www.trifecta-mg.com).

MRN Limited Partnership is a family-owned and operated development and property management company established in 1975. MRN is presently run by co-founder Rick Maron and his sons Ari and Jori Maron. For 30 years, MRN has demonstrated a high level of expertise in financing, new construction and historic renovation, property management, and marketing. The company prides itself on maximizing community partnerships to make development projects come to life. For more information, visit [www.east4thstreet.com](http://www.east4thstreet.com).

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