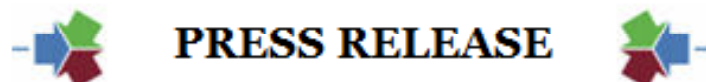




Trifecta Goes Bonkerz!



TMG's Boardwalk Entertainment Center becomes home to Bonkerz Comedy Club in East Orlando

Orlando, FL, February 3, 2010 - Trifecta Management Group (TMG)-managed *Boardwalk Entertainment Center* in Orlando, Florida has entered into an agreement to become the host venue of *Bonkerz Comedy Club*.

"We are excited about bringing *Bonkerz* to *Boardwalk* and look forward to providing our community the best in comedy," stated Keith Byrd-Baldwin, General Manager of *Boardwalk*. "Our *Coasters Sports Bar & Lounge* has been enhanced to accommodate over 150 guests with every seat being ideal for enjoying our new menu, beverages and, of course, the top comedic talent."

The kick-off weekend will start on February 5 (Friday) & 6 (Saturday) with comic/hypnotist Doug MacCraw, who has appeared on Comedy Central, ABC and Fox, scheduled to be the inaugural act. Show times begin at 8:30 pm. Admission, which includes a free game of bowling, is \$10 and can be purchased in advance at *Boardwalk's* front counter, by calling 407-384-0003, ext. 5 or by visiting bonkerzcomedy.com.

In the joint announcement made by Joe Sanfelippo, President of *Bonkerz*, and Ron Lam, a managing partner with TMG, there are indications that the relationship could evolve into a broader, strategic relationship.

"We're constantly looking to expand the entertainment offerings to our guests at all of our venues. It made a lot of sense to include comedy acts into our portfolio of fun," said Lam. "Who better to partner with than Mr. Sanfelippo who has an outstanding reputation as the preeminent leader in the industry known for providing quality acts."

Added Sanfelippo, "*Boardwalk* is an ideal venue for this type of entertainment; it's a start to what we hope is a long-term relationship. Eventually we hope to be a core experience in all of Trifecta's entertainment venues."

For more than 25 years, *Bonkerz* has presented well-known comedians from TV and the movies, including such talent as Jerry Seinfeld, Larry "The Cable Guy", Carrot Top, Rita Rudman and more. Current touring acts include *America's Got Talent's* Grandma Lee, Dustin Diamond from *Saved by the Bell* and Billy Gardell from NBC's *My Name is Earl*. *Bonkerz* presents comedy shows at over 20 locations across the country.

Proud to be one of America's longest running comedy clubs, *Bonkerz* has been voted Best Comedy Club in Central Florida and the Southern Casino region, and has been the site for national TV specials on Showtime, Comedy Central, MTV, Fox and *America's Funniest People!* (bonkerzcomedy.com)

About Trifecta Management Group

Trifecta Management Group (TMG) was founded by 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.

TMG currently operates twelve entertainment and restaurant venues in Ohio, Florida, Minnesota, Virginia and Michigan. The current concepts created by Trifecta include the award-winning *The Corner Alley*®, *4th Street Bar & Grill*, *Zocalo Mexican Grill & Tequileria* and *Montgomery Grill*. Trifecta also performs numerous consulting projects throughout the United States and internationally, including its alliance with Cosmik in Russia.

The TMG management team has broad and deep experience operating restaurants and entertainment businesses domestically and internationally, with expertise in 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.

For more information on TMG, visit trifecta-mg.com.

Trifecta Management Group

Contact: Bruce Nussbaum

Phone: 818-879-7100 ~ Fax: 818-706-7396 ~ Email

www.trifecta-mg.com

28035 Dorothy Drive, Suite 240

Agoura Hills, CA 91301