



## Trifecta and Jewel City Bowl

### PRESS RELEASE

#### TMG to manage prized Southern California Bowling Center

Glendale, CA, May 24, 2010 - Tony Sands, owner of Jewel City Bowl, and Mike Auger, a Managing Partner of Trifecta Management Group (TMG), jointly announced today that TMG has been signed to manage the prestigious Jewel City Bowl, located in Glendale, CA. Established in 1950, Jewel City Bowl is regarded as one of the premier bowling centers in the United States and for its recent \$2 million dollar renovation project received a platinum design award by *Bowling Journal International*.

"It's an honor for us to get involved with Tony Sands and such a highly regarded entertainment venue", said Mr. Auger. "Tony is one of the most respected executive/owners in the industry. JCB is a very well run center and we are excited about the opportunities to further grow the business."

Trifecta will immediately focus on establishing the management team, refining the food and beverage menu that was implemented last year and expanding the group and corporate businesses.

"Trifecta has assisted me for the past year on various projects, including a new menu, marketing initiatives and various operating-efficiency programs," said Mr. Sands. "They have been innovative and diligent in their overall approach in helping create more value and a better overall guest experience. It's now time to allow them to manage all aspects of Jewel City Bowl, as we move into a promising future."

Mr. Sands will continue to be involved in strategic decisions as it relates to the entertainment center.

Kenny Thomas, who worked the past six years at the Trifecta-managed Aloma Bowling Centers (ABC) in Florida, has been named General Manager of Jewel City Bowl effective immediately. Mr. Thomas has worked as a Center Manager for ABC's Airport Lanes and recently was involved in the aggressive growth of ABC's Boardwalk Bowl Entertainment Center, focusing on the successful roll out of the revamped restaurant concept and menu, expansion of the game arcade and the launch of Bonkerz Comedy Club. With 80 lanes in 105,000 square feet, Boardwalk is the largest bowling center in the Southeast.

Located in Glendale, CA, Jewel City Bowl was founded in 1950 and family-owned since 1960 and continues to serve Southern California as a premier bowling center. JCB features 24 lanes of bowling, a renovated arcade, a sports bar, billiards tables, barista bar and full-service restaurant. The recently renovated venue is suited for both serious league bowlers and social bowlers alike. With first-class accommodations, JCB is the perfect place for parties, corporate or special events and team building activities. ([jewelcitybowl.com](http://jewelcitybowl.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 eleven entertainment and restaurant venues in Ohio, Florida, Minnesota, Virginia, Michigan and California. 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](http://trifecta-mg.com) or [find us on facebook](#).

#### Trifecta Management Group

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