



PRESS RELEASE



Trifecta is moving Uptown in Richmond

The groundbreaking ceremony for a new 55,000+ square-foot bowling and entertainment complex in Chesterfield County will commence on June 14th at the corner of Commonwealth Center and Brad McNeer Parkways.

Richmond, Virginia (June 13, 2011) - Steven Uphoff and family, founder of the 68-store chain of Uppy's Convenience Stores and Southside Oil, the largest ExxonMobil fuel distributor in the US, will officially break ground on its 55,000+ square-foot bowling and entertainment complex called "Uptown Alley" at 11:00am on June 14, 2011. Members of the media are encouraged to attend the event, which will be held at the site of the \$19.6 million venture off Commonwealth Center Parkway at Route 288 and Hull Street. *Uptown Alley*, to be managed by the Uphoff family and Trifecta Management Group, will feature 40 bowling lanes, two full-service restaurants, the "Uphoff Rotunda" (a round, wooden bar that will seat 100+ persons), and conference rooms for private and corporate functions. The entertainment center is Phase I of a larger construction plan for the 14.5 acre commercial development project that the Uphoff family is developing at the Chesterfield, VA location.

"It has been over three years in the making, but if you want to build and deliver a high quality project that serves the public with the 'WOW factor' and provides world class food, stellar service and entertainment, then the extra time in development and planning is worth every penny," said Steven M. Uphoff, President & CEO of Uphoff Ventures, LLC, the real estate development company of the Uphoff family that currently owns over \$100 million in developed Virginia real estate assets. *"Everyone is extremely excited to begin work on Uptown Alley. We believe it will be a popular and safe destination spot for families, young adults, business teams and other groups looking for entertainment. It will most definitely make an incredible economic impact on the Chesterfield community. Chesterfield County is pro-business and has made it very easy for us to grow and prosper. We certainly want to thank the Chesterfield Department of Economic Development for their continuing assistance."*

Upon its opening, tentatively scheduled for June, 2012, *Uptown Alley* is expected to create at least 100 full- and part-time jobs with an annual payroll of \$1.8 million, as well as generate \$153,000 in annual tax revenue to the county. The 55,000+ square-foot facility sits on a 14.5-acre commercial site at the southwest quadrant of Commonwealth Center Parkway and Brad McNeer Parkway, which is already a burgeoning market for new commercial entities, such as Commonwealth Center.

"What a great project," said Art Warren, Chairman of the Chesterfield County Board of Supervisors. *"A \$19.6 million dollar investment with 100 new jobs, and one that enhances the region's quality of life. Uptown Alley even further positions Chesterfield County as a destination for great entertainment."*

Marlene Durfee, Matoaca District Supervisor, further reinforces Chesterfield's excitement and support of the project. *"We are certainly pleased to have Uptown Alley in Chesterfield County,"* Durfee said. *"The location of this new project is central to the County and perfect for providing a new venue of entertainment for everyone. Thank you, Steve Uphoff, for your continued commitment to Chesterfield County."*

About Uptown Alley


Uptown Alley is Phase I of a 14.5-acre commercial development project that the Uphoff family is now developing in Chesterfield, VA. The high tech facility will consist of 55,000+ square-feet of high end entertainment, food and beverage services in a two-story complex, and will be managed by the Trifecta Management Group, behind Commonwealth Center in Chesterfield, Virginia. The ground-up, new facility will boast 40 bowling lanes on two floors, two full-service restaurants, the "Uphoff Rotunda" (a round, wood bar that will seat 100+ persons), arcade games, four private rooms for group and corporate functions, Wi-Fi accessibility and classroom settings, and state-of-the-art electronics for fun or professional use throughout the facility.

The complex is scheduled to break ground in June, 2011 and open for the public in June, 2012. The Uphoff family is also the founder and largest single stock owner of Uppy's Convenience Stores, the Richmond-based, 68-store chain of high end Virginia Convenience stores, Southside Oil, the largest ExxonMobil fuel distributor in the US, and Mid Atlantic Convenience Stores (MACS), all headquartered in Chesterfield, VA.

About Trifecta Management Group

Trifecta Management Group® (TMG) provides innovative concepts, comprehensive management services and value added solutions/systems to the restaurant and retail entertainment industries. The founders and managing partners of TMG comprised the executive management team and the strategic, operational and development nucleus at *GameWorks*, the acclaimed restaurant and interactive entertainment concept founded by Steven Spielberg, Universal Studios and Sega.

TMG has quickly become recognized for excellence with its custom concepts in both the entertainment and restaurant industries, including the acclaimed *The Corner Alley*®, *4th Street Bar & Grill*, *KDB™*, *Zocalo Mexican Grill* and *Tequileria™*, *Montgomery Grill™* and *Pizzeria Villagio™*. TMG recently acquired *Cowboy Food and Drink* in Bainbridge, OH. In addition, in 2005 TMG reinvented *Flannery's Pub*, a neighborhood Irish pub and restaurant that is now a cherished downtown Cleveland landmark. TMG currently manages venues located in Ohio, Florida, Minnesota, Michigan, Virginia and California, including the new *Latitude 30* in Jacksonville and several traditional bowling entertainment centers. TMG is also engaged in consulting services worldwide.

Additional information about TMG can be found at trifecta-mg.com or  [find us on facebook](#) .

Trifecta Management Group

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