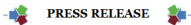


**Trifecta is proud to announce its latest opening,  
*Mine Shaft and Rock House Grill & Tavern*  
in Houghton, Michigan.**



**Trifecta Discovers the Fun!  
*Mine Shaft and Rock House Grill & Tavern*  
Rolls into Michigan's Upper Peninsula!**



**Houghton, MI, September 25, 2009** - Last weekend marked the grand opening of *Mine Shaft and Rock House Grill & Tavern*, Trifecta's latest entertainment and dining venue offering, in Houghton, Michigan. This dynamic venue offers 18 lanes of bowling, a game room with over 40 games, a virtual-reality roller coaster, an 18 hole mini golf course and an outdoor go-kart racing track, featuring a ¼ mile track with thrilling, hairpin turns.

Guests were also introduced to the *Rock House Grill & Tavern*, which serves the best in American classic recipes, homemade with fresh ingredients. The bar hosts the widest selection of local brewed and regional beers, in addition to a martini and specialty drink menu that is second to none. With a state-of-the-art audio/video system, guests have front-row seats to current sports and the latest music videos on 25 large, widescreen TVs throughout the venue.

There was plenty of fun for guests of all ages at this weekend's grand opening event. Entertainment and activities included face painters, balloon artists, the Michigan Tech band, Cosmic Rock 'n Bowling, and game contests, including a Dance Dance Revolution contest. The Rock House was the place to be for guests 21 and over, featuring Flashback 80's and 90's music on Friday night and the best in Country music on Saturday night. An official ribbon-cutting, conducted by the Chamber of Commerce, commenced at 1pm on Saturday. The high-energy weekend culminated with the kick-off of our season long, Pro Football Tailgate Party promotion on Sunday, featuring all day happy hour, Game Day food specials and unlimited night bowling. There were prizes and giveaways all weekend long.

The reception was phenomenal and *Mine Shaft and Rock House Grill* look forward to being a big part of Michigan's Upper Peninsula community as the ultimate entertainment and dining combination! Great Food! Great Fun! [mineshaftfun.com](http://mineshaftfun.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](http://trifecta-mg.com).

#### **Trifecta Management Group**

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