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'All-Star Alley & Tavern' Brings New Spin on Dining, Bowling, Sports and Entertainment to Destiny USA

-- Trifecta Management Group set to roll out immersive sports concept with Americana cuisine, bowling, live music and more at Destiny USA --

Syracuse, NY – All-Star Alley & Tavern, a casual dining and entertainment destination with bowling, live music and more, is opening later this month at Destiny USA. The 55,000 square foot attraction, a one-of-its-kind venue in Central New York televising all major collegiate and professional sporting events, will be located on the third level of Destiny USA's Canyon Area. All-Star Alley & Tavern will be managed by Trifecta Management Group (TMG), a premier, nationwide dining and entertainment destination management firm. Prior to opening, All-Star Alley & Tavern will be looking to fill over 100 positions and will be participating in the job fair at Destiny USA on Tuesday, May 9th from 3PM – 6PM on the third-level of the Canyon.

"We are incredibly excited to add All-Star Alley & Tavern to our expansive lineup of dining and entertainment, further bolstering Destiny USA as Central New York's premier entertainment destination for tourists and locals alike," said Aiden McGuire, director of marketing, Destiny USA. "All-Star Alley & Tavern is the perfect venue for adults, corporate clients, families and friends to get together in a fun, high-energy environment with the added excitement of bowling, Americana cuisine, interactive games and live music. We're thrilled to share this experience with our guests."

All-Star Alley & Tavern will offer made-from-scratch dining, two full-service bars, private VIP areas, billiard tables, arcade games with prize store and fantastic sports viewing, with over 40 HDTVs throughout the venue. All-Star Alley & Tavern provides the perfect location for corporate outings, private parties and meetings as well as family get-togethers.

The menu will be created by acclaimed TMG Corporate Chef Brad Rishmany, who has been featured in numerous TV shows and articles and has cooked at The White House, Telluride Food and Wine Festival, James Beard Awards and Super Bowl. The culinary offerings will include mouth-watering cuisine featuring Neapolitan style pizzas, street tacos, handcrafted all natural burgers, bacon mac & cheese and short ribs. With 24 beers on tap, the two bars will feature over 30 local breweries and hand crafted beers, a large selection of bourbons and whiskeys and specialty cocktails.

All-Star Alley & Tavern will feature 24 Brunswick® bowling lanes, designed for all types of bowlers, from beginner to the experienced league bowler. All-Star Alley & Tavern's lanes

will have all the latest in the modern day bowling experience, including 15-foot projection screens, comfortable couches, black light party bowling experience, state-of-the-art scoring system and gutter bumpers for beginners.

"We are excited to premier the All-Star Alley & Tavern experience at Destiny USA," said Michael Auger, a TMG managing partner. "Our goal is to make All-Star Alley & Tavern the best indoor sports viewing and entertainment experience available anywhere, offering something for everyone to enjoy, from live music to our delicious chef-created cuisine, for the community and visitors alike."

All Star Alley & Tavern will open with attractive promotions during the week, including ***Burger & Brew, Wing Night, All-You-Can-Bowl, Late Night Happy Hour and, for the families, a Sunday Fun Pack and Kids Eat & Play Free.*** The venue will host live music on the weekends for guests. In addition, All-Star Alley & Tavern will open just in time to celebrate "*School's out, Play's in*" with a promotion that includes two games of bowling, shoes and $5 in arcade game play for only $9 (for Ages 18 and younger)***.***

The venue will have private spaces and can host events for guests up to 1,000 for corporate events, teambuilding, sports banquets, wedding parties, reunions and other social events.

All-Star Alley & Tavern is slated to open in late May, and will conduct a "Month of Giving," a month-long campaign where a portion of sales each Sunday are donated to local charities and not-for-profit organizations. All-Star Alley & Tavern will be donating weekend proceeds to five local charities, including the Carol M Baldwin Breast Cancer Research Fund, Inc. (June 11), McMahon/Ryan Child Advocacy Center (June 18), Advocates of CNY (June 25), Vera House, Inc. (July 2) and HOPE for Bereaved, Inc. (July 9).

For more information, visit www.AllStarAlley.com. Follow All-Star Alley & Tavern on Facebook at www.facebook.com/AllStarAlleyTwitter @AllStarAlley and Instagram: @AllStarAlley.

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Destiny USA
Shopping, dining and entertainment so big, it needed its own zip code. Welcome to Destiny USA—New York's largest destination of its kind with over 250 places to shop, dine and play, visited by 26 million guests every year. From an antique carousel to the world's largest suspended ropes course at WonderWorks to tropical destination Margaritaville, Cheesecake Factory and retail and outlet brands like Apple, Nordstrom rack, Michael Kors and more, there's something for everyone at Destiny USA. And all of it under one roof with perfect weather year round. Discover the Destiny USA experience and plan your next visit at www.destinyusa.com

About Pyramid Management Group, LLC
Pyramid Management Group, owner of Destiny USA, is one of the largest, most innovative, privately-held shopping center developers in North America. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist, and entertainment destinations dominate the northeast, with 16 properties located throughout New York, Massachusetts and Virginia. For over 40 years, Pyramid has lead the industry by combining the best elements of traditional retail with world-class dining and entertainment, all under one roof. For more information, visit www.pyramidmg.com.

About Trifecta Management Group
Trifecta Management Group, founded in 2005, 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 have more than 70 years of related experience and comprised the executive management nucleus at GameWorks, the acclaimed restaurant and interactive entertainment concept founded by Steven Spielberg, Universal Studios® and Sega®. TMG has become recognized for its custom concepts and manages venues throughout the nation. For more information about TMG, visit www.trifecta-mg.com.