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A Surprise in Surprise (Arizona)!

Uphoff Ventures and Trifecta Management Group partner to launch a unique entertainment/restaurant concept.

(SURPRISE, Ariz.) – Get your game on at *Uptown Alley*, a 60,000 square foot entertainment and restaurant venue that is perfect for the whole family. The venue features *Red Embers Bar & Grill*, 40 lanes of bowling, over 75 video and prize games, a two-story laser tag attraction, live entertainment, an ultra lounge and more. Strike-up the fun for all ages, with high-tech bowling lanes that will complement all skill levels, from beginners to league bowlers. ***Uptown Alley* will open in May** at The Boulevard at Surprise Pointe at **13525 N. Litchfield Dr**.

The main attraction will be 40 high-tech bowling lanes. Catering to beginners, social bowlers or competitive league bowlers, there are opportunities for everyone to have fun.

"We are thrilled to bring *Uptown Alley* to the families and community of Surprise," says Rebecca Bowers, General Manager. "This is a place the city can call its own and is perfect for a fun night together with friends and families."

The chef-created menu at the venue's full-service casual dining restaurant, *Red Embers Bar & Grill*, includes house specialty BBQ, gourmet pizzas and pasta, mouth-watering burgers, sandwiches and other Americana favorites. An open exhibition kitchen will create a distinct dining experience, seating 140 guests indoors and 60 on the outdoor patio.

Guests can let loose with two full bars and a large sports theater inside *Uptown Alley*. Signature libations and over 24 draft beers will be available for our guests. The enveloping sports theater rotunda will have six 55" flat screen HDTVs and a 15' X 20' projection screen for "front-row seats" to the big game.

Uptown Alley's two-story, state-of-the-art laser tag arena will accommodate up to 24 players at a time for the ultimate laser tag experience. Specialty lighting and lively music makes this innovative laser tag course one of the highlights of the venue.

In the gaming area, individuals will discover a plethora of video and prize games, offering opportunities for everyone to find ways to challenge their skills and redeem points for great prizes.

Uptown Alley will also feature a 10-lane boutique ultra lounge called *The Approach* for guests 21 and over. In addition to "rock n' bowling" with a contemporary sound system, *The Approach* will include a bar, entertainment and comfortable lounge areas with private party rooms and billiards for the ultimate social gathering experience.

Uptown Alley will host bowling leagues including programs for kids, teens and seniors. Private party packages for corporate events and individual functions are also available, accommodating up to 1,500 people.

Follow *Uptown Alley* on Facebook at www.facebook.com/uptownalleysurprise. For more information, visit the website at www.uptownalleysurprise.com. *Uptown Alley* will be open from 10 a.m. to 11 p.m. Sunday – Thursday and 10 a.m. to 1 a.m. Friday and Saturday. Call *Uptown Alley* at 623-975-PLAY (7529).

About *Uptown Alley*:

Uptown Alley, located in Surprise, is a 60,000 square foot family entertainment venue featuring bowling, an arcade, two-level laser tag, a full-service restaurant serving Americana classics, an ultra lounge and more. Owned and operated by Uphoff Ventures and Trifecta Management Group, the two companies have formed a strategic alliance to acquire, develop and operate properties, providing communities with first-class, leading-edge entertainment venues, with an immediate focus on the expansion of the Uptown Alley concept. Visit www.uptownalleysurprise.com for more information.

Uphoff Ventures, LLC, based in Chesterfield, Virginia, was formed in July 2007 with an objective to acquire and develop attractive real estate properties. Supported by real estate holdings through the Uphoff family portfolio of companies in excess of $125 million dollars, Uphoff Ventures' current holdings include 14.5 acres of commercial land in Chesterfield, Virginia and 4.9 acres in Surprise, Arizona. Led by CEO and President Steven M. Uphoff, the principals of Uphoff Ventures have significant experience in the retail, petroleum, construction, transportation and real estate development industries. The group was founded in 1995, starting with ***Uppy's Convenience Stores***, Inc. and expanding through organic ground up development sites and acquisitions in 14 years to over 300 owned and served retail locations in the Mid-Atlantic states of Virginia and Maryland. Today ***Uppy's*** (now known as MACS – Mid-Atlantic Convenience Stores) is the largest petroleum Distributor for ExxonMobil in the US with aggregate sales exceeding $1.5 billion dollars annually and over 450 million gallons of petroleum products sold and delivered annually.

Trifecta Management Group (TMG), founded in 2005, provides innovative concepts, comprehensive management services and value added solutions/systems to the restaurant and retail entertainment industries.

TMG has become recognized for its custom concepts, including ***The Corner Alley®, 4th Street Bar & Grill, KDB® (Kitchen, Den, Bar), Zocalo Mexican Grill and Tequileria™, Pizzeria Villagio™, Mestizo™ (by Aarón Sánchez)*** and ***Uptown Alley™.*** TMG acquired and reinvented ***Flannery's Pub,*** a neighborhood Irish pub and restaurant that is now a cherished downtown Cleveland landmark. It also owns ***Cowboy Food and Drink*** in Bainbridge, Ohio.

TMG manages venues located in Ohio, Florida, Minnesota, California, Kansas, Arizona and Virginia. For more information about TMG, visit trifecta-mg.com.

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