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50,000 SQUARE FOOT DINING, ENTERTAINMENT AND EVENT DESTINATION SET TO OPEN OCTOBER 10, 2014 AT OAKLAND'S JACK LONDON SQUARE

plank Brings Bowling, Bocce and Beer Garden to the Heart of the East Bay Community

OAKLAND, CA – (September 16, 2014) – *plank*, Oakland's newest dining and entertainment hotspot, announced today its official grand opening date of Friday, October 10, 2014, at Jack London Square. With 50,000 square feet of indoor and outdoor space, *plank* offers diverse urban cuisine, an outdoor beer garden featuring more than 50 handcrafted beers and an array of action-packed entertainment options, including state-of-the-art bowling, bocce ball and video games. Located just steps from Jack London's historic waterfront setting, *plank* will be a go-to destination for locals and visitors alike, whether it be a lively date night, a gathering place for families and friends or an interactive venue for group events large and small.

Owned and operated by nationally recognized Trifecta Management Group, *plank* will be the first concept of its kind in the Bay Area. TMG has been involved with has several other unique food and entertainment properties including *Uptown Alley®*, *The Corner Alley®, 4th Street Bar & Grill*, *KDB®* (*Kitchen, Den, Bar*), *Zocalo Mexican Grill and Tequileria™, Pizzeria Villagio™, Axis alley™ and redondo taqueria™*.

"When we originally looked at expanding our portfolio to the Bay Area, we knew right away that Oakland would be the ideal location for the dynamic concept of *plank*," said TMG Managing Partner Ron Lam. "As our grand opening date fast approaches, our excitement and anticipation continues to grow. With the culinary leadership of Chef Jason Moniz in the restaurant, and the talented local management team led by General Manager Adam Howe, we are confident that our vision will come to life as we welcome the East Bay community through our doors."

With over 20 years of Bay Area culinary experience, Chef Moniz brings a long history of restaurant unveilings to the opening team at *plank*. Serving as executive chef at local hotspots *Flora* in Oakland, *Tres Agaves* in San Francisco and most recently at *Table 24* in Orinda, he will lead the charge in *plank*'s open-exhibition kitchen, where guests will see a vast utilization of locally sourced ingredients and dishes that represent the melting pot of California culture. The diverse menu will feature shared-plate offerings including crab cakes, chorizo fundido and charred shisito peppers, and larger entrée options like the char siu burrito, salt pork ramen, classic burgers and hearth-oven pizzas.

Along with the full-service restaurant, guests will have the opportunity to experience *plank*'s outdoor patio and beer garden, complete with fire pits, three 60-foot bocce ball courts and scenic views of the bay. Inside, *plank* offers 12 classic bowling lanes, 60 interactive sports, action and prize games, and sports viewing on

larger-than-life projection screens at the lanes and HDTVs throughout the bar areas. *The Boardroom*, *plank's* 21-and-over ultra lounge, features six exclusive bowling lanes, a full-service bar, billiard tables and an outdoor deck overlooking the bay.

An ideal location for private parties, group events or corporate retreats, the dynamic and interactive space at *plank* can host groups up to 1,000, while *The Boardroom*'s intimate space can accommodate 300 for a private indoor and outdoor event. Led by Director of Sales and Marketing Bennie Thomas, *plank*'s on-site events team can customize any experience for groups large and small, offering the latest in A/V technologies, private meeting space and team-building events.

"As a centerpiece of Jack London Square, the grand opening of *plank* brings an elevated level of excitement to the evolution of our dining, retail and entertainment offerings at the Square," said Will Miller, a partner at Ellis Partners, who with DivcoWest own and operate Jack London Square. "We are excited to see this collaboration with Trifecta become a reality. It has been a true team effort that will establish a new gathering spot for the Oakland community and beyond."

plank is located at the foot of Broadway (98 Broadway) in Oakland, CA at Jack London Square, easily accessible from a variety of Bay Area locations by public transportation. Residents and visitors can arrive at Jack London Square by public bus, BART, AMTRAK train, the ferry or hop on the "FREE B" Broadway Shuttle for fast, free connections to and from Jack London Square. *plank* will be open daily for lunch and dinner Sunday through Thursday from 11 a.m. to midnight, and Friday and Saturday from 11 a.m. to 1 a.m.

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About *plank*
plank, a dining and entertainment destination coming to Oakland's Jack London Square, brings 50,000 square feet of interactive fun and excitement to the Port of Oakland's waterfront setting. Offering an array of dining and entertainment options, plank features state-of-the art bowling, bocce ball, outdoor beer garden featuring more than 50 handcrafted beers, flat-screen HDTVs for sports viewing, video games and more. Not just a place for fun and games, *plank* presents a thoughtfully crafted menu featuring fresh, diverse cuisine. With items ranging from crab cakes to char siu burritos to braised short ribs, the menu at plank offers something for everyone.

About Trifecta Management Group
Founded in 2005, 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 have more than 60 years of related experience and 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 is known for creating custom concepts and manages venues in Arizona, California, Florida, Kansas, Kentucky, Minnesota, Nevada and Ohio.

About Jack London Square
Situated in Oakland along a San Francisco Bay estuary, Jack London Square is Oakland's only publicly accessible mixed-use waterfront area and a well-known landmark since the mid 1800s. With its rich history as the heart of Oakland's Port operations, Jack London Square is a historic working waterfront and is one of the Bay Area's premier recreational, dining and commercial districts. Jack London Square offers visitors, residents and commercial tenants an authentic, vibrant hub for outdoor recreation, events and dining. For more information on Jack London Square and its events, leasing space and amenities, please visit www.jacklondonsquare.com.