



Trifecta Management Group Announces New Partners

Pat Hart and Bridget Smith join the Partner Group at industry-leading professional services firm

LOS ANGELES, (Jan. 22, 2020) – Trifecta Management Group, the premier entertainment/restaurant concept development, management and consulting firm, is pleased to announce Pat Hart, Chief Operating Officer, and Bridget Smith, Chief Marketing Officer, as new partners in the company. Both top executives have played key roles in propelling Trifecta's growth and industry leadership.

"Bridget and Pat bring invaluable expertise and energy to everything they do. As industry leaders, both are on the forefront of how to successfully operate and market businesses in a wide range of industries," said Bruce Nussbaum, a founding Managing Partner with Ron Lam. "Theirs are insightful new voices as we chart and implement the strategy for the next phase of Trifecta's journey."

"Pat and Bridget are well deserving of this promotion to Partner," added Mr. Lam. "Having these two new partners will allow us to grow Trifecta at a more rapid pace, as the demand for our firm's services continues to increase, and as we are expanding Trifecta into other areas."

Mr. Hart manages the day-to-day operations and oversees the culinary development, technical services and recruiting/training functions, as well as being involved in business expansion, concept development and market analysis. Pat's work in guest experience improvement and cost containment has resulted in historical positive secret shopper scores and record-breaking profits. He has led over 65 restaurant and location-based entertainment center openings both domestically and internationally over the past 25 years. Hart brings commitment to project management, research and training and dedication to concept development, design and revenue growth for Trifecta.

Ms. Smith spearheads the advertising, marketing and sales efforts for Trifecta's entertainment venues. During her tenure with Trifecta she has created promotions and sales programs which have driven consistent positive same store sales. In addition to being an industry expert in media placement, she has driven the growth in digital advertising strategies and data analytics. In early 2019 Bridget was the driving force in launching Trifecta Marketing Services (TMS), a division of marketing professionals throughout the U.S. providing effective marketing solutions to third party small and medium-sized businesses at a cost-effective price.

For more information about Trifecta Management Group, visit: <https://www.trifecta-mg.com/>.

About Trifecta Management Group

Trifecta Management Group provides comprehensive management, consulting, marketing and training services for entertainment centers, restaurants and retail locations around the world. Trifecta's expertise in concept development, project management and culinary services has led to the development of numerous custom concepts. TMG, founded in 2005, has concepts ranging from 1,000

square foot restaurants to 100,000 square feet entertainment destinations. Trifecta has won numerous “best of” awards with recognition for custom concepts that include *plank*®, *Uptown Alley*®, *The Corner Alley*®, *Ten Pin Fun Center*, *The BLVD* and *Coyote Entertainment Center*. The company’s newest division, Trifecta Marketing Services, creates solutions for businesses of all industries and sizes. For more information on Trifecta Management Group, visit: <https://www.trifecta-mg.com/>.

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