



NEW CENTER DEVELOPMENT

Brunswick[®]
Bowling with a capital B.

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Brunswick[®]
Bowling with a capital B.

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INVEST IN BOWLING



Bowling is one of the world's top recreational activities, capturing the imagination of audiences from all age categories and demographic segments. Bowling draws over 100 million participants annually in 100 countries, creating a \$10 billion global industry. It has almost double the active participants of golf, and more than three times the active participants of tennis or skiing in the United States.

Today, bowling has evolved into a year-round, multi-leisure activity combining sport, recreation, and entertainment. With the application of new technologies and the emergence of new business models, bowling has broadened its global customer base by offering a diversity of entertainment and recreational options. The bowling industry continues to grow in popularity and offers many opportunities for profit and growth.

WHO INVESTS IN BOWLING?

Independent business owners including many second and third generation families

Entrepreneurs - looking for long-term growth and stability

Government and military

Corporations including publicly held companies

Hotels, casinos and resorts

Real estate developers and investment companies

Entertainment companies such as SEGA®, Namco, and Round 1

INDUSTRY FACTS

- Bowling is an industry on the rise – there has been a tremendous resurgence in the sport, fueled by new interest from younger bowlers and the advent of “entertainment” bowling centers*
- In the U.S., bowling is gaining significant interest through multiple outlets including Wall Street Journal®, ABC’s Good Morning America® and Forbes® Magazine
- Bowling is the nation’s #1 participatory sport with more than 70 million people* having bowled in 2012 across approximately 5,400 centers
- Bowling draws over 100 million participants annually in 100 countries
- While the misperception exists that bowling is enjoyed mostly by older males, in reality, the average bowler is 29 years old and females make up 49% of all bowlers*
- Centers are more profitable than in years past – more families bowl, centers are selling more food and beverages and drawing broader demographics*
- While some older, smaller bowling centers may close, many are being replaced by larger “entertainment” bowling centers that are revitalizing the industry*
- Bowling revenue is growing with recreational bowlers compared to league bowlers - with recreational bowlers spending 4-5 times more per visit*

BENEFITS OF RETAIL BOWLING

- Bowling is a cash business with no receivables and very low inventories
- After the initial investment, a bowling business requires little working capital
- Operating leverage—once expenses are covered revenue flows to the bottom line
- Repeat customers form the basis of the business
- Long-term value—bowling centers operate for generations
- Proven popularity—not a fad!
- Appeals to every age group and demographic
- Recession resistant—historically, retail bowling outperforms other retail businesses in bad economic times

READY FOR THE NEXT STEP?

For additional resources, go to www.brunswickbowling.com/bowling-investment. There you can submit a New Center Investment form and request a Comprehensive Planning Guide that will take you step-by-step through the process of developing your new center.

INVEST WITH BRUNSWICK

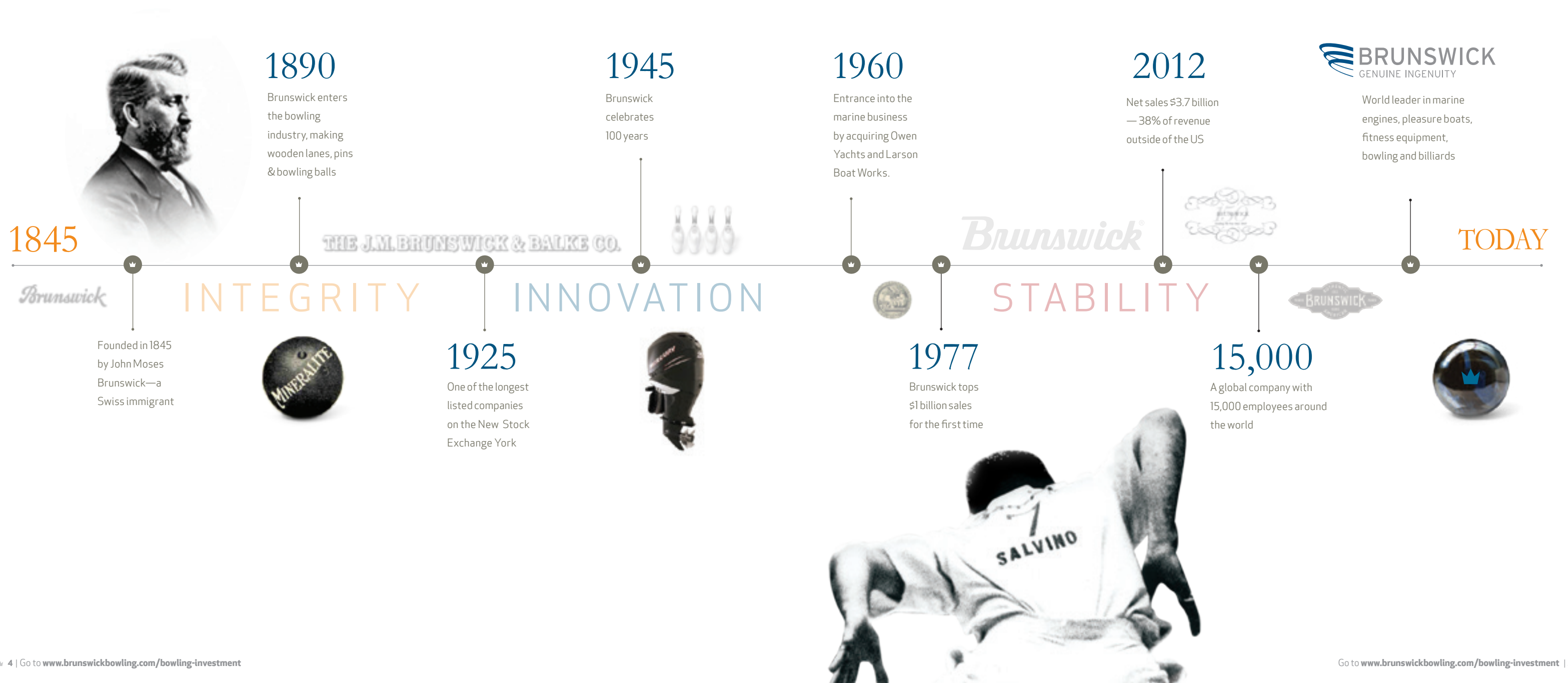


For more than a century, Brunswick has been a world leader in new bowling center development working in partnership with new center investors to build strong and long-lasting business opportunities in over 100 countries.

Brunswick offers today's new center investors a dynamic range of opportunities to achieve their goals. Today over half of all new bowling centers around the world are supported by Brunswick's full-line of comprehensive products, services, technology, and expertise.

Brunswick is known worldwide for the quality and reputation of its products and services and offers a complete and comprehensive package to support your new business development project from day one, and continuing through day-to-day operations. With Brunswick, you'll have everything you need to make your new center competitive, successful, and innovative.

For additional resources, go to www.brunswickbowling.com/bowling-investment. There you can submit a New Center Investment form and request a Comprehensive Planning Guide that will take you step-by-step through the process of developing your new center.



CHOOSE YOUR CENTER TYPE

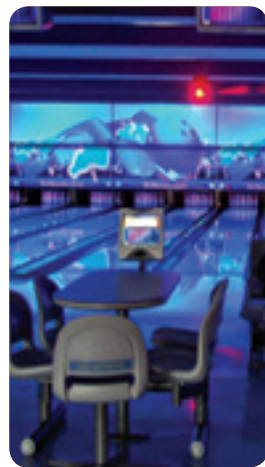


The business of bowling today is comprised of four types of business models. It is critical in today's business to understand the business models in the industry and what the key components and drivers are of each.

For more information on center types and additional resources, go to www.brunswickbowling.com/bowling-investment. There you can submit a New Center Investment form and request a Comprehensive Planning Guide that will take you step-by-step through the process of developing your new center.



TRADITIONAL



FOCUS

- League & open play bowling
- Targets all ages
- Limited food & beverage

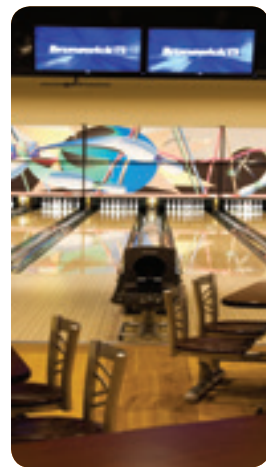
ADDITIONAL VENUES

- Pro Shop
- Lounge Area
- Snack Bar
- Billiards
- Small Game Room



FEC

Family Entertainment Center



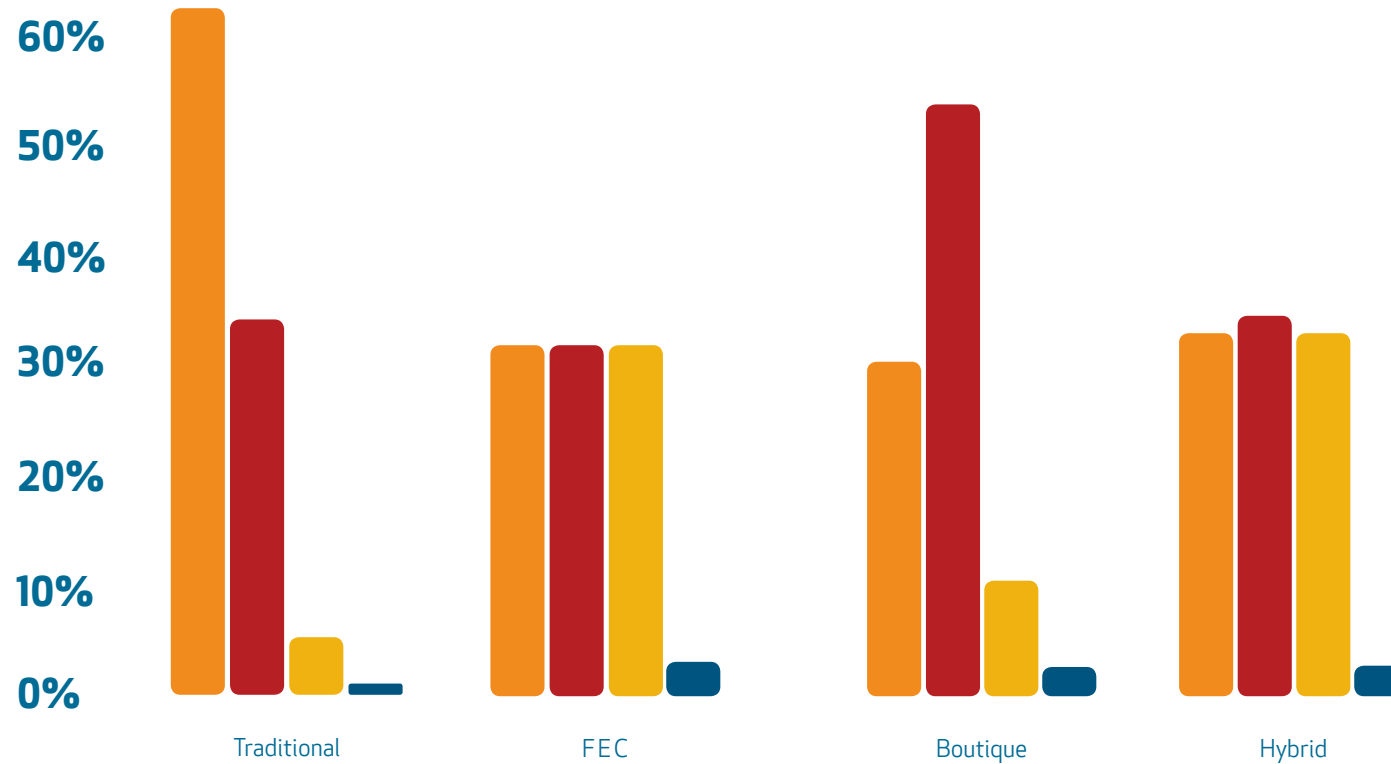
FOCUS

- Family entertainment—parties, events
- Bowling is a component
- Targets families & all age groups
- Multiple food & beverage offerings

ADDITIONAL VENUES

- Redemption Arcade
- Party Rooms
- Laser Tag
- Miniature Golf
- Bumper Cars
- Go-Karts
- Billiards

EXAMPLE OF PERCENT OF REVENUE BY VENUE



The percent of revenue by venue is significantly different in the non-traditional models. Although they require a broader range of knowledge and expertise to operate, the diverse range of revenue opportunities and the ability to attract more customers on a year-round basis make them highly desirable.*

- Bowling Related
- Food & Beverage
- Game/Attractions
- Other



BOUTIQUE



FOCUS

- Food & beverage – groups, parties
- Bowling is for entertainment
- Adult-oriented, “night club” environment
- Majority of business Thursday-Sunday evenings

ADDITIONAL VENUES

- Billiards
- Live Entertainment
- Limited Games



HYBRID



FOCUS

- Family & adult entertainment—parties, events
- Two distinct bowling areas — “boutique” & family
- Targets families & adults
- Multiple food & beverage offerings

ADDITIONAL VENUES

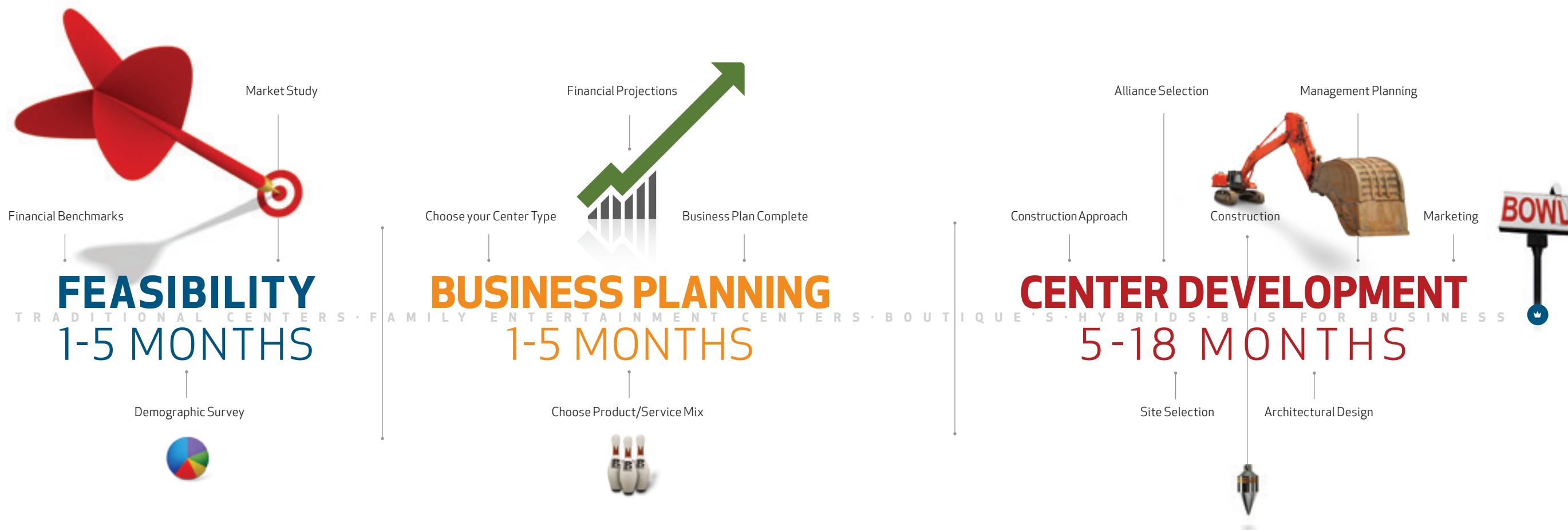
- Redemption Arcade
- Party Rooms
- Laser Tag
- Miniature Golf
- Bumper Cars
- Go-Karts
- Billiards

MAKING YOUR NEW CENTER A REALITY



The key to starting a successful center lies in the planning and preparation. How well you address the early phases of the development process will be critical in achieving your goals. While many variables can impact the timing of your project, the typical center takes 1-2 years to complete from concept to grand opening. At Brunswick, we work closely with customers throughout the process with the following key milestones always in mind:

For additional resources, go to www.brunswickbowling.com/bowling-investment. There you can submit a New Center Investment form and request a Comprehensive Planning Guide that will take you step-by-step through the process of developing your new center.



THE BRUNSWICK ADVANTAGE

In addition to helping develop your center, Brunswick can provide a diverse and experienced team of experts to guide you in other critical aspects of your business, including:

- Management
- Customer Service
- Marketing & Events
- Food & Beverage
- Entertainment

BUILD-TO-BOWL®

For a single-source, turnkey solution to your project, go to www.brunswickbowling.com/bowling-investment/build-to-bowl to learn about Brunswick's Build-to-Bowl program.

COMPREHENSIVE PLANNING GUIDE

This valuable guide, available exclusively to investors selecting Brunswick as their solution provider, takes you step-by-step through the process of designing and building a bowling-focused business. It includes information on all the important factors to consider when planning a bowling center from acoustics to parking considerations.

BUILD-TO-BOWL



Through years of experience, Brunswick has developed effective and efficient methods of coordinating the efforts of planners, designers, architects, contractors, installers, and training professionals in order to bring a new center development, modernization, or remodeling project to life in a timely and cost-effective manner. Brunswick is capable of putting together multiple resources and disciplines to meet every customer's need for efficiency and cost control.

"Brunswick professionals provided us with the best sources in the business." Rob Higgins - Fun City, Burlington, IA

View more of the world's greatest centers at www.brunswickbowling.com/photo-gallery.
This program is available in North America only.

BUILD-TO-BOWL®

The single source solution for new center construction and re-imaging projects, provides a complete line of services from the earliest planning stages right through project completion:

- Site selection, analysis, and master planning
- Engineering
- Conceptual, architectural, and interior design
- Graphic design
- Project theme development
- Project budget and business plans for investors
- Project presentations to city council and zoning, plus public hearing assistance
- Construction contract, sub-contractor, and union negotiations
- Construction administration
- Product installation
- Bank loan and construction draw approvals
- Kitchen consultant administration
- Vendor administration and management
- National buying power for construction materials and center supplies



FAST LANE - LOWELL, AR



BOONDOCKS - KAYSVILLE, UT



CINEBOWL & GRILLE, DELRAY BEACH, FL



PINSTRIPES - OAKBROOK, IL



KART PALAST FUNPARK - BERGKIRCHEN, GERMANY



THE FOUNDRY - FRASER, CO



"Brunswick's construction services group designed, built and managed our project from start to finish with minimal involvement on my part for the day-to-day activities." Vincent Luccisano - Aloma Bowl, Winter Park, FL



NEW CENTER GALLERY

BIG AL'S



BIG AL'S®

- 42 Total Lanes
 - 30 - Main Section
 - 12 - Boutique/VIP
- 67,500 sq. ft.
- Redemption Arcade
- Billiards
- Snack Bar/Lounge-Bar
- Party Rooms
- Meeting Rooms

LOCATIONS

Meridian, ID
Beaverton, OR
Vancouver, WA



AWARD WINNER

BJI 2012 Bowling
Center Architecture
& Design Awards

1st Place - Best
New Center

View more of the world's
greatest centers at [www.brunswickbowling.com/
photo-gallery](http://www.brunswickbowling.com/photo-gallery)

HYBRID

BLU-O



BLU-O

- 24 Total Lanes
- 28,450 sq. ft.
- Lounge/Bar
- 2 Private Rooms
- Teen Room
- Xbox® Gaming Room
- Tattoo Studio
- Pro Shop

LOCATION

Haryana, India

TRADITIONAL

View more of the world's greatest centers at www.brunswickbowling.com/photo-gallery



BÖL®

- 10 Total Lanes
- Full Service Restaurant
- Lounge-Bar
- Live DJ's Nightly
- Banquet/Private Rooms
- Patio/Outdoor Dining

LOCATION

Vail, CO

BOULIQUÉ

View more of the world's greatest centers at www.brunswickbowling.com/photo-gallery

BOLOPOLIS



BOLOPOLIS

- 16 Total Lanes
- 17,000 sq. ft.
- Restaurant
- Bar
- Billiards
- Air Hockey

LOCATION

Tepic, Nayarit, Mexico

BOULIQUÉ

View more of the world's greatest centers at www.brunswickbowling.com/photo-gallery

BOWL-IN-CAFE



BOWL-IN-CAFE

- 14 Total Lanes
- 40,000 sq. ft.
- Snack Bar
- Sports Bar/Lounge-Bar
- Party Room
- Pro Shop

LOCATION

Mers-Les-Bains, France

BOULIQUÉ

View more of the world's greatest centers at www.brunswickbowling.com/photo-gallery

BOWLERA



BOWLERA®

- 17 Total Lanes
- 30,000 sq. ft.
- Redemption and Arcade
- Billiards
- Snack Bar
- Restaurants & Bar
- Wii Room
- Party Room
- Meeting Room
- Pro Shop
- Wine Room

LOCATION

Caguas, Puerto Rico

FEC

View more of the world's greatest centers at www.brunswickbowling.com/photo-gallery

CINEBOWL & GRILLE



CINEBOWL & GRILLE® FRANK THEATERS

- 16 Total Lanes
- 70,000 sq. ft.
- 12 movie screens with IMAX
- Redemption Arcade
- Restaurant

LOCATION

Delray Beach, FL
Murrells Inlet, SC

A

AWARD WINNER

BJI 2013 Bowling Center Architecture & Design Awards

2nd Place - Best New Center Interior

View more of the world's greatest centers at www.brunswickbowling.com/photo-gallery

BOU
TIQUE,
CINEMA

IT'Z FAMILY FOOD & FUN



IT'Z FAMILY FOOD & FUN®

- 42 Total Lanes
 - 30 - Traditional
 - 12 - Boutique
- 70,000 sq. ft.
- Pizza & Pasta Buffet
- Rock Climbing
- Bumper Cars
- Redemption Arcade
- Laser Tag

LOCATION

Willowbrook, TX
Eules, TX
Pasadena, TX

FEC

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greatest centers at [www.brunswickbowling.com/
photo-gallery](http://www.brunswickbowling.com/photo-gallery)

LANGFORD LANES



LANGFORD LANES

- 20 Total Lanes
 - 14 - Traditional
 - 6 - Boutique
- 19,865 sq. ft.
- Full Service Restaurant
- Mini-Golf
- Ice Rink
- Splash Pad
- Indoor Racquet Sports

LOCATION

Victoria, BC

A

AWARD WINNER

BJI 2012 Bowling Center Architecture & Design Awards

2nd Place - Best New Interior

View more of the world's greatest centers at www.brunswickbowling.com/photo-gallery

HYBRID

LATITUDE 40



LATITUDE 40°

- 24 Total Lanes
 - 12/12 - on two levels
- 65,000 sq. ft.
- Restaurant
- Pizza Bar
- Bar
- Sports Theater
- Performance Theater
- Stage
- Dance Floor
- Game Room
- Interactive Video
- Redemption Center

LOCATION

- "40" - Pittsburgh, PA
- "39" - Indianapolis, IN
- "30" - Jacksonville, FL

A

AWARD WINNER

BJI 2013 Bowling Center Architecture & Design Awards

1st Place - Best New Center Exterior

View more of the world's greatest centers at www.brunswickbowling.com/photo-gallery

F E C

NAMCO FUNSCAPE



NAMCO® FUNSCAPE

- 18 Total Lanes
- 30,000 sq. ft.
- Restaurant
- Lounge
- Diner
- Games
- Billiards
- Dodgems
- Costa Coffee
- Sports Bar
- Sky Sports
- Adult Gaming Center
- Corporate Parties
- Birthday Parties

LOCATION

Manchester, UK

FEC

View more of the world's greatest centers at www.brunswickbowling.com/photo-gallery



O'LEARY'S

- 10-20 Total Lanes
- 10,800 - 48,400 sq. ft.
- Restaurant/Bar
- Mini golf
- Table tennis
- Billiards
- Race-car simulators

LOCATION

Stockholm, Sweden

15 locations in Sweden, Norway, Finland, Spain, Denmark, Singapore, and Germany

BOULIQUÉ

View more of the world's greatest centers at www.brunswickbowling.com/photo-gallery

OLYMPIC LANES & GAMES



OLYMPIC LANES & GAMES

- 16 Total Lanes
- 180,000 sq. ft.
- 22 Stadium Style Theaters Featuring AVX Projection
- Multiple Cafés
- Bars
- VIP Seating Area with In-Theater Dining

LOCATION

Richmond, TX



AWARD WINNER

BJI 2013 Bowling Center Architecture & Design Awards

3rd Place - Best New Center Interior

View more of the world's greatest centers at www.brunswickbowling.com/photo-gallery

FECC, CINEMA

PINSTRIPES



PINSTRIPES®

- 20 Total Lanes
- 42,500 sq. ft.
- Full Service Restaurant
- Banquet Facilities
- Bocce

LOCATIONS

- Oakbrook, IL
- South Barrington, IL
- Northbrook, IL
- Minneapolis, MN



AWARD WINNER

BJI 2013 Bowling Center Architecture & Design Awards

2nd Place - Best New Center

BOULDER

View more of the world's greatest centers at www.brunswickbowling.com/photo-gallery



PINZ

- 34 Total Lanes:
 - 24 - Main Section
 - 10 - Boutique/VIP
- 49,000 sq. ft.
- Redemption Arcade
- Billiards
- Laser Tag
- Full Service Restaurant
- Party Rooms

LOCATION

Oakdale, MN

A

AWARD WINNER

BJI 2010 Bowling Center Architecture & Design Awards

1st Place - Best New Lounge/Restaurant

2nd Place - Best New Exterior

View more of the world's greatest centers at www.brunswickbowling.com/photo-gallery

HYBRID

PINZ AT WAHOOZ



PINZ AT WAHOOZ FAMILY FUN ZONE®

- 24 Total Lanes
 - 16 - Traditional
 - 8 - Boutique
- 54,000 sq. ft.
- Bar
- Food Service
- Large Game Arcade
- Redemption Area
- Laser Tag
- Go-Karts
- Bumper Boats
- Mini Golf
- Batting Cages

LOCATION

Meridian, ID

A

AWARD WINNER

BJI 2012 Bowling
Center Architecture
& Design Awards

1st Place -
Best New Interior

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greatest centers at [www.brunswickbowling.com/
photo-gallery](http://www.brunswickbowling.com/photo-gallery)

HYBRID

RED & BLACK

BOWLING



RED & BLACK

- 24 Total Lanes
- 53,820 sq. ft.
- Redemption and Arcade
- Billiards
- Snack Bar
- Full Service Restaurant
- Food Court
- Sports Bar/Lounge-Bar
- Party Room
- Banquet Facilities
- Meeting Rooms
- Casino
- Pro Shop

LOCATION

Asti, Italy

FEC

View more of the world's greatest centers at www.brunswickbowling.com/photo-gallery

ROUND 1 BOWLING & AMUSEMENT



ROUND 1 BOWLING & AMUSEMENT®

- Build-to-Bowl® Project
- Existing Building
- 26 Total Lanes
- 60,000 sq. ft.
- Redemption Arcade
 - 15,000 sq. ft.
 - 200+ Games
- Karaoke Rooms
- Ping Pong Tables
- Billiards
- Darts
- Bar
- Snack Bar

LOCATIONS

Moreno Valley, CA
City of Industry, CA
Over 100 locations in
and outside of Japan

A

AWARD WINNER

BJI 2012 Bowling
Center Architecture
& Design Awards

1st Place -
Best New Exterior

2010 - 3rd Place -
Best New Ancillary
Profit Center

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greatest centers at [www.brunswickbowling.com/
photo-gallery](http://www.brunswickbowling.com/photo-gallery)

FEEC

SHENANIGANZ



SHENANIGANZ®

- 24 Total Lanes:
 - 16 - Main Section
 - 8 - Boutique/VIP
- 75,500 sq. ft.
- Redemption Arcade
- Billiards
- Laser Tag
- Indoor Electric Karts
- Full Service Restaurant
- Party Rooms
- Meeting Rooms

LOCATION

Rockwall, TX

HYBRID

View more of the world's greatest centers at www.brunswickbowling.com/photo-gallery

SPINS BOWL



SPINS BOWL AT GPNY RACING

- 19 Total Lanes
 - 12 - Main Section
 - 7 - Boutique/VIP
- 120,000 sq. ft.
- 2 Indoor Go Kart Tracks
- Full Service Restaurant
- Redemption Arcade

LOCATION

Mt. Kisco, NY

HYBRID

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greatest centers at [www.brunswickbowling.com/
photo-gallery](http://www.brunswickbowling.com/photo-gallery)

SPLITSVILLE DOWNTOWN DISNEY



SPLITSVILLE® DOWNTOWN DISNEY®

- 30 Total Lanes
- 50,000 sq. ft.
- Lane-side Upscale Dining

LOCATIONS

- Orlando, FL
- Arlington, TX
- Fairview, TX
- Fredericksburg, VA
- Miami, FL
- Tampa, FL



AWARD WINNER

BJI 2013 Bowling
Center Architecture
& Design Awards

2nd Place - Best
New Center Exterior

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greatest centers at [www.brunswickbowling.com/
photo-gallery](http://www.brunswickbowling.com/photo-gallery)

BOULTINGUE

ULTRA-STAR MULTI-TAINMENT



ULTRA-STAR MULTI-TAINMENT CENTER®

- 24 Total Lanes
 - 16 - Traditional
 - 8 - Boutique
- 165,000 sq. ft.
- Two Restaurants
- 12 Movie Screens
- Redemption Arcade
- Laser Tag
- Meeting Rooms
- Party Rooms
- Hotel/Casino

LOCATION
Maricopa, AZ



AWARD WINNER

BJI 2013 Bowling
Center Architecture
& Design Awards

2nd Place - Best
New Center

View more of the world's
greatest centers at [www.brunswickbowling.com/
photo-gallery](http://www.brunswickbowling.com/photo-gallery)

HYBRID

UPTOWN ALLEY - RICHMOND



UPTOWN ALLEY®

- 38 Total Lanes
- 57,000 sq. ft.
- Restaurant
- Lounge-Bar
- Sports Theater
- Redemption Arcade
- Party Rooms

LOCATION

Richmond, VA



HYBRID

View more of the world's greatest centers at www.brunswickbowling.com/photo-gallery

UPTOWN ALLEY - SURPRISE



UPTOWN ALLEY®

- 40 Total Lanes
 - 30 Main Section
 - 10 Boutique/VIP
- 60,000 sq. ft.
- Full Service Restaurant
- Redemption Arcade
- 2 Bars
- Sports Theater
- Billiards
- Laser Tag
- Redemption Arcade
- Live Entertainment

LOCATION

Surprise, AZ

A

AWARD WINNER

BJI 2012 Bowling Center Architecture & Design Awards

2nd Place - Best New Lounge/Restaurant

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HYBRID

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