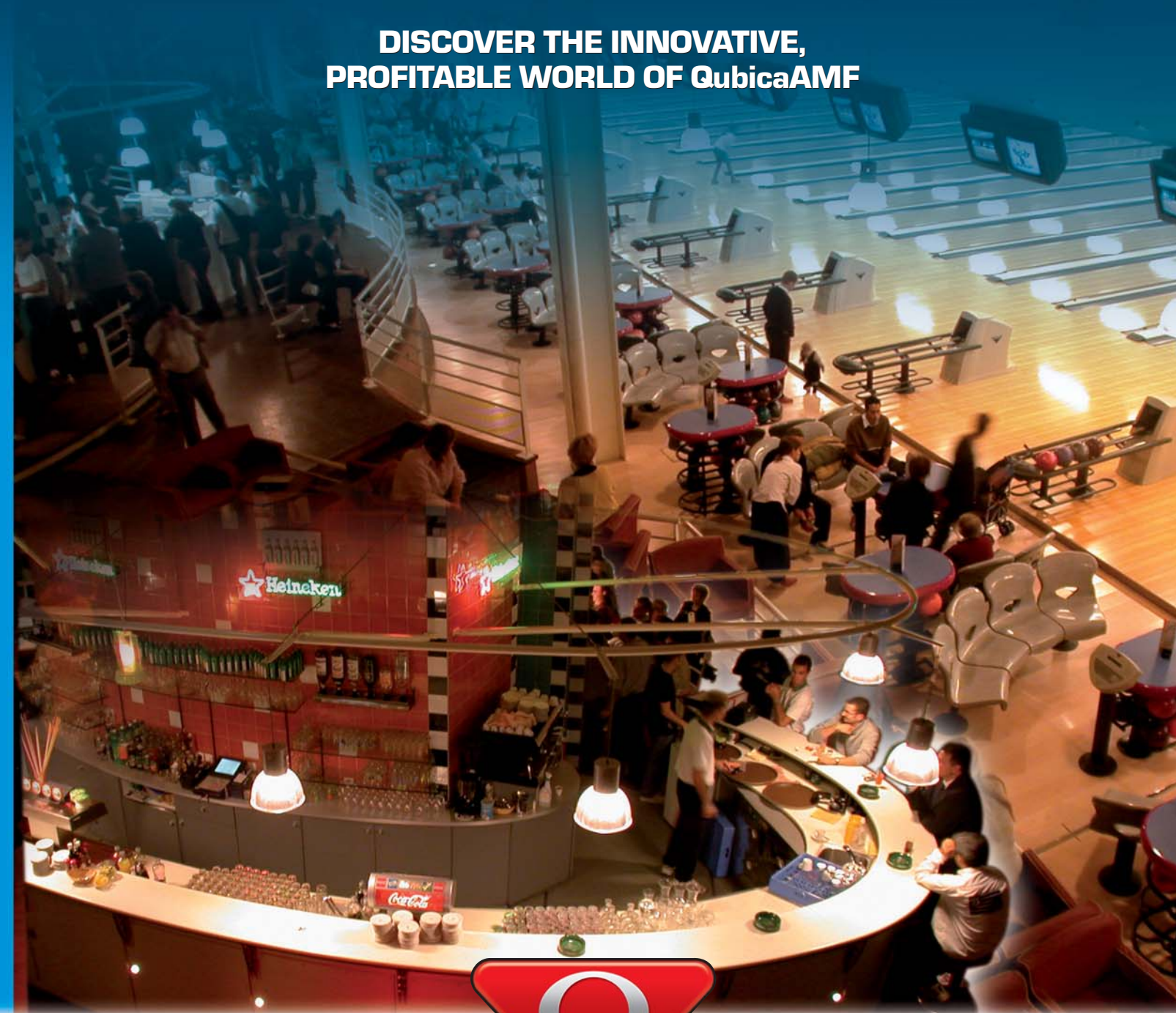


NEW CENTER DEVELOPMENT

DISCOVER THE INNOVATIVE,
PROFITABLE WORLD OF QubicaAMF



MAKE THE GREAT INVESTMENT CHOICE OF BOWLING AN EVEN BETTER INVESTMENT BY CHOOSING QubicaAMF.

Choosing to invest in the business of bowling will be one of the most profitable decisions you'll ever make. QubicaAMF is the partner who delivers the best performing equipment, creating centers that serve customers better and that can generate consistently higher returns.

- **Bowling is a sure draw**

From the youngest to the oldest customers, bowling has a proven market demand – and it's one you can increase with your center's own special mix of attractions.

- **Bowling delivers dependable cash returns**

Whatever form today's modern bowling center takes – traditional center, FEC, or a combination of tenpin and mini-bowling – it generates dependable cash returns all year long.

- **QubicaAMF has fifty years of experience, worldwide**

We've done 10,000 installations in 90 countries. That makes QubicaAMF the best company resource for advice and equipment.

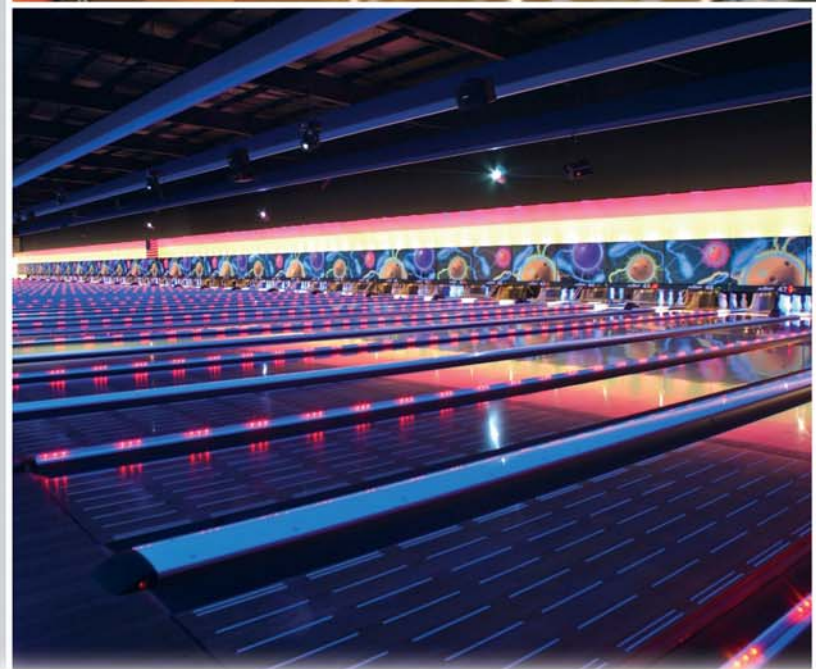
- **Best value in equipment equals best investment performance**

Not surprisingly they equal the best customer experience and give you the ability to manage every aspect of your center, even remotely. Customers return more often. You sell them more. And that means, pure and simple, higher returns.

- **Unsurpassed commitment**

QubicaAMF backs your investment with the largest R&D team for software, electronics and entertainment systems in the industry with one aim: maintaining the value of your investment.

**BOWLING IS A SOLID INVESTMENT
ON EVERY LEVEL. AND WHEN YOU
PARTNER WITH QubicaAMF,
IT'S ROCK SOLID.**



THIS IS AN INVESTMENT THAT ROLLS OVER JUST ABOUT ANYTHING YOU COMPARE IT TO.

- **Stable, predictable, cash business**

- › A new bowling center can produce a return on investment in less than four years, consistently delivering an operating cash flow of 25% or more.
- › Requires minimal working capital.
- › A well-run center can generate \$40,000 - \$70,000 per lane.
- › Little or no inventory allows for maximum use of space and capital.

- **A longstanding sport**

Bowling is one of the oldest sports in existence. Modern forms of bowling began in the Middle Ages, but the earliest evidence dates back 5,000 years.

- **Strong worldwide participation**

There are more than 210,000 lanes in 11,600 bowling centers worldwide. More than 100 million people bowl at least one game a year. And about 60 million in the US bowl at least once annually.

- **Universal appeal**

Young or old, everyone enjoys bowling because it's easy to learn the game. Plus it's a destination activity – people seek out bowling – that offers year-round fun without regard for the weather.



FOR THE BEST INVESTMENT PERFORMANCE, SIMPLY START WITH THE BEST INVESTMENT: QubicaAMF EQUIPMENT.

There's one overriding reason QubicaAMF is the leading provider of bowling center equipment worldwide: Customers know when they have a better experience at one center versus another.

Customers don't say "I like your equipment" in those exact words. Instead they come back again and again. Experience shows them what works, what attracts customers, and what keeps them.

QubicaAMF-equipped centers are consistent revenue generators. Owners and operators know we're with them 100%, too. In every category, we develop our equipment and products to be the best value, best performing there is. That's what you want. That's what your customers want as well. And at QubicaAMF, we deliver.

QUBICAAMF, AN INVESTMENT THAT DRIVES YOUR BUSINESS BY REACHING AND ENTERTAINING EVERY CUSTOMER

- Scoring and Entertainment systems designed to drive business by entertaining customers of all ages and across every customer category.
- "Your Lane Your Way" marketing program promotes customer selected entertainment and creates a better experience for open play and birthday parties.
- Mini Bowling Systems and inexpensive, maintenance-free string machines for casual play bowlers or entertainment facilities.
- Back-Lit and LED Masking generate a dramatic display of sharp, illuminated images and eye-popping color creating a "wow effect" customers notice.
- Spider and Highway Mad Lanes will create an explosive glow in the dark environment to amaze your customers.
- Multi Media in-center marketing sends the messages you want, when you want.

WE ARE COMMITTED TO THE INVESTMENT YOU MAKE

- QubicaAMF entertainment and information systems are upgradeable and modular so your initial investment can be enhanced to meet new market demands.
- The largest, staffed R&D team in the industry demonstrates our commitment to continuing leadership in digital entertainment and information technology.



ONLY QUBICAAMF PROVIDES TOTAL CONTROL OF YOUR INVESTMENT AND PEACE OF MIND

- Control all center activities with the Conqueror Pro Center Management System: remote management via internet and remote camera views, real-time income monitoring, secure user log-in with fingerprint recognition, billiard control, locker management, integrated POS, and much more.
- Keep customers informed of the pinspotter status via overhead monitors and receive automatic pinspotter activity reports with the QubicaAMF Trouble Call System (TCS).

QUBICAAMF CREATES BOWLING CENTERS THAT SERVE CUSTOMERS BETTER AND IN TURN GENERATE MORE REVENUE

- Highest scoring HPL Lanes and AMFLite II Pins drive returning customers.
- Drive customer frequency with the Customer Relationship Management (CRM) system.
- Satisfy customers by delivering on the services promised with the Advance Booking System.

FAST, RELIABLE, EASY TO USE EQUIPMENT AND EASY TO LEARN QUBICAAMF SYSTEMS IMPROVE CUSTOMER EXPERIENCE

- Equipment that processes check-in and check-out with fewer keystrokes gets customers to the lanes faster and keeps them there longer.
- Faster equipment moves more traffic during peak profit-generating hours and provides an experience for customers that is ready when they are.
- The fastest pinspotter on the market for faster play. Our 90XLi pinspotters are the most intelligent machines on the market and they retain their value better than any other brand.



FOR THE LIFECYCLE
OF YOUR INVESTMENT,
QubicaAMF IS YOUR
CONSTANT PARTNER.

With a completed business plan, you could be listening to the rolling rumble of balls and rattling crash of pins just 12 months later.

From initial demographic and market analysis to the exciting moment you first open your doors, QubicaAMF is right there with you, advising you on every facet of your new bowling center startup.

With our help, you'll plan right and build right. QubicaAMF equipment installs quickly, too. With the basic structure complete and lanes in place, we can install ball returns and pinspotters and their associated equipment in one day, or a day and a half at most, per lane. That's about three weeks for a 20-lane center to go from lane surfacing to fully operational automated bowling center.

Then you'll open the right way and operate that way. The best value in bowling equipment, value that drives the performance of your investment, primes your center for success, as owners around the world will tell you.

IN BUILDING
A QubicaAMF-EQUIPPED CENTER,
THE TIMELINE
LOOKS LIKE THIS.



YOU'LL WANT THE ADVICE OF EXPERTS. AND WHEREVER YOU ARE, WE KNOW WHO THEY ARE.

At QubicaAMF, we know everyone you need to know – the consultants, the builders, the bankers – to make your bowling center a success. Their in-depth knowledge can help you with all of the following.

- Financing
- Demographic analysis
- Feasibility study
- Business plan
- Architects and designers who know the bowling business
- Builders who know bowling center construction
- Vendors for signage, and restaurant equipment, supplies, and furniture
- Redemption and video game vendors
- Grand opening planners & managers
- Marketing programs



TRAINING? SUPPORT? INSTALLATION SERVICES? ABSOLUTELY.

QubicaAMF training covers everything you and your staff need to know, from pre-installation training to on-site training to tech support and more.

- **Pre-Installation Training** – Held one month before installation, this program educates you about the installation and on-site training processes to help you make the most of them. You also receive a thorough overview of QubicaAMF center management and scoring and entertainment software.
- **QubicaAMF Institute of Technology** – This service provides continuing education classes after installation and on-site training are complete. Primarily offered at the QubicaAMF headquarters facility in Richmond, VA.
- **On-Site Training** – We conduct customized, a la carte training at your center immediately following installation. Training is based upon the modules purchased, with ample training time provided for all attendees.
- **IT Tech Support 24/7** – If you're experiencing a problem, call us. We're here day and night.
- **After-the-Sale Service and Support** – As a QubicaAMF-equipped center, you'll have prompt support on call. QubicaAMF-trained technicians and installers are found worldwide. We have Technical Support Centers in the US, Italy, the Netherlands, the UK, France, Sweden, Russian, Poland, Australia, Hong Kong and Mexico. Plus our distributors in 24 countries deliver to you tech support in your language. Software updates are available by Internet download. And Conqueror Pro center management software has remote technical help built into it.
- **QubicaAMF Pinspotter School** – This program offers exceptional knowledge and value to bowling proprietors and mechanics in classroom and hands-on training for QubicaAMF pinspotters. Course content includes safety, preventive maintenance, theory of operation, electrical basics, trouble-shooting, adjustments and repairs, recordkeeping, and machine performance and tracking. Classes are offered in locations convenient to most centers to minimize travel.
- **Complimentary Investment Management Training** – Every year at the QubicaAMF Bowling World Cup, the world's most popular amateur tournament, prospective bowling center investors can participate in a full week of center management training to learn more about bowling center management best practices and procedures. Special emphasis is given to how Conqueror Pro center management and scoring entertainment systems work together to ensure the best possible customer experience.

TRADITIONAL BOWLING CENTER? FAMILY ENTERTAINMENT CENTER? YOUR OWN MIX OF THE TWO? QUBICAAMF PROVIDES ENDLESS POSSIBILITIES FOR ANY BUDGET.

Bowling is a powerful attraction, either stand-alone or in combination with other entertainment attractions. The entertainment industry is changing. Traditional bowling succeeds as a stand-alone attraction in the right location, but many centers are trending towards having a variety of attractions. The advantages are obvious: the more you offer, the greater the attraction to a larger market of customers. QubicaAMF can provide the perfect combination of bowling attractions to create a typical bowling center, FEC or entertainment facility to suit any budget.

- **Traditional open-play focus**

Concentrates on the market for recreational bowlers, but may cater to sport bowlers as well. Youths, families, single adults, seniors and groups are target customers of this center.

- **Traditional league-play focus**

Emphasizes bowling as sport with strong league play with lanes reserved during primetime periods for leagues of all kinds. At other times open play prevails, with youths, families, single adults, seniors and other groups.

- **Family Entertainment Center (FEC), tenpin focus**

Tenpin bowling is the anchor attraction at this center that also offers a number of profitable non-bowling attractions. These might be any combination of billiards, video games, amusement redemption, children's play area, karaoke, indoor or outdoor miniature golf, indoor glow miniature golf, indoor or outdoor go-karts, laser tag, restaurants, bars, sports bars, or virtually any other destination entertainment that can fit under a roof or nearby outside.

- **FEC, mix of tenpin and mini-bowling**

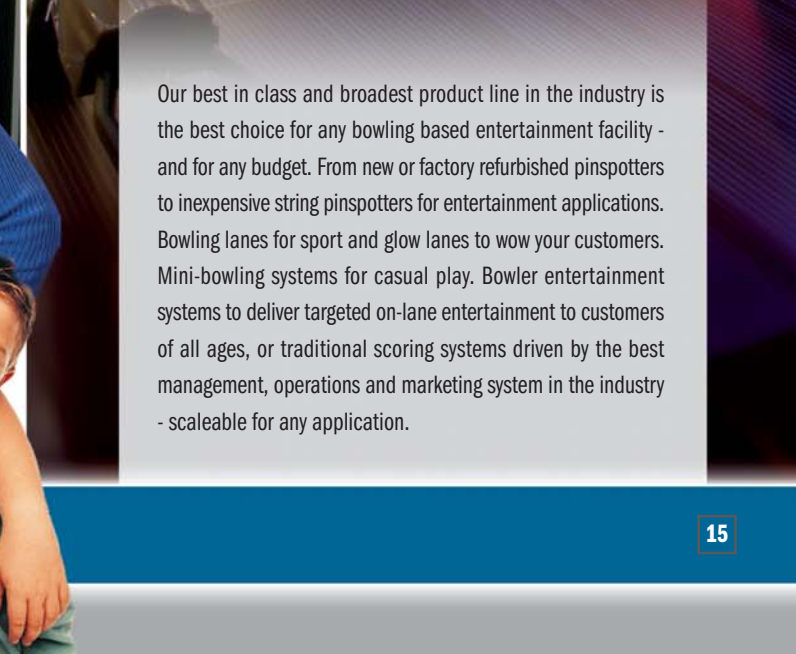
Adding mini-bowling to a family entertainment center offers a casual alternative for customers of all ages. Even serious bowlers will try it while waiting for a tenpin lane to open. Payment options include coin control, bill acceptors, debit card interface, ticket dispenser, and central front desk.

- **FEC, mini-bowling focus**

For a center that wants to emphasize recreation and pack a lot of small-ball fun and big-profit potential into a small area, mini-bowling provides the answer. It requires no shoes or lane oil, is virtually maintenance free, and fast games encourage more play.

- **High-End Lounge / Disco, bowling based focus**

Features tenpin and mini-bowling and caters to adults and young adults by providing a hip and energetic environment including cocktail bars, music, disco floors, gourmet restaurants and VIP rooms.



Our best in class and broadest product line in the industry is the best choice for any bowling based entertainment facility - and for any budget. From new or factory refurbished pinspotters to inexpensive string pinspotters for entertainment applications. Bowling lanes for sport and glow lanes to wow your customers. Mini-bowling systems for casual play. Bowler entertainment systems to deliver targeted on-lane entertainment to customers of all ages, or traditional scoring systems driven by the best management, operations and marketing system in the industry - scalable for any application.

WHATEVER THE FOCUS OF OF YOUR CENTER, QubicaAMF EXPERTISE WILL HELP YOU MAKE THE MOST OF YOUR SPACE.

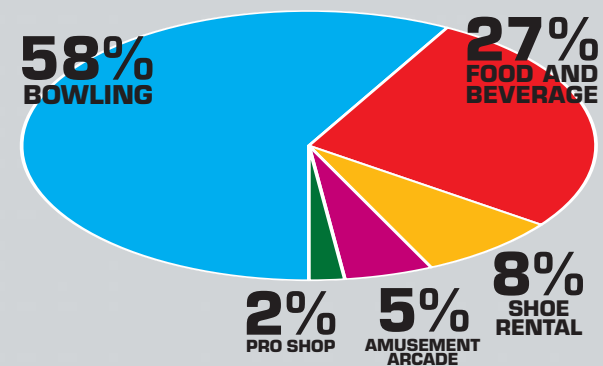
By designing in the most profit potential for your center's combination of bowling and non-bowling activities, including snack bar or restaurant or pro shop, your center will realize its full potential and be ready for future possibilities as well.

- **Non-bowling activities**

Having a variety of non-bowling activities helps bowling profits, typically generating an additional 62 cents per dollar spent on bowling.

- **Sources of profit**

Typical revenue drivers in a traditional bowling center include the following.



Of course these percentages can change depending on a center's focus, especially if it's more non-bowling entertainment. But whatever the mix of bowling and non-bowling activities, cash flow from every profit area is immediate. This is essentially an all-cash business.

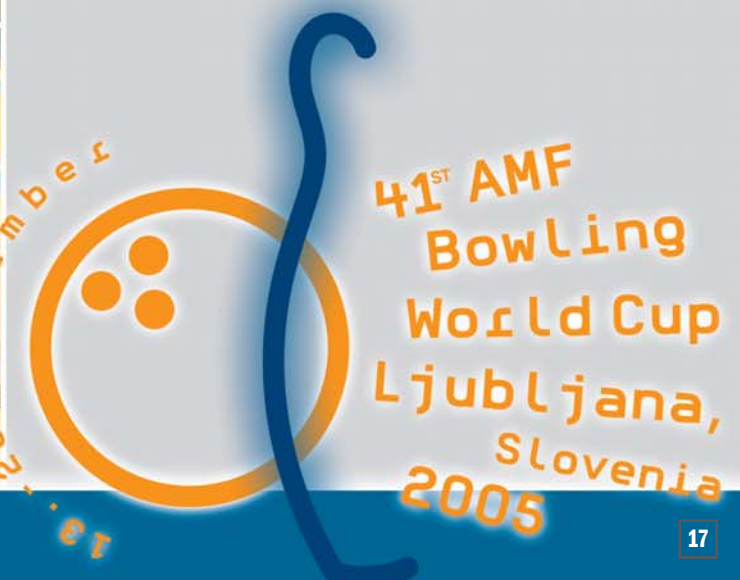
The bottom line? QubicaAMF can show you more ways to make more money from your bowling center – and long before ground is broken.



THE QubicaAMF BOWLING WORLD CUP ADDS EXCITEMENT TO THE INDUSTRY EVERY YEAR.

The QubicaAMF Bowling World Cup is the most popular amateur bowling tournament in the world. It attracts amateur bowlers from countries large and small. It's held annually in QubicaAMF centers around the world. A recent edition had participants from 84 countries representing every continent.

- **QubicaAMF is the founder, organizer and principal sponsor.** Our involvement goes back to the first tournament in 1965.
- **Winning the QubicaAMF Bowling World Cup is the most coveted goal in amateur bowling** – And it has been for five decades now.
- **The tournament is held in a new QubicaAMF-built center each year**, providing fantastic publicity for the host center. Any new center may request the opportunity to host the QubicaAMF Bowling World Cup. And that would include yours.
- **Seminars and workshops are available to new and existing bowling center managers and employees attending the tournament.** They can get a thorough grounding in everything from hiring and managing staff, organizing leagues, marketing, maintaining equipment, lane maintenance, scoring systems, back office systems, and more. If it has to do with how to run a center well, it's covered.



WE'RE HERE WHEN YOU NEED US, ANYWHERE YOU NEED US.

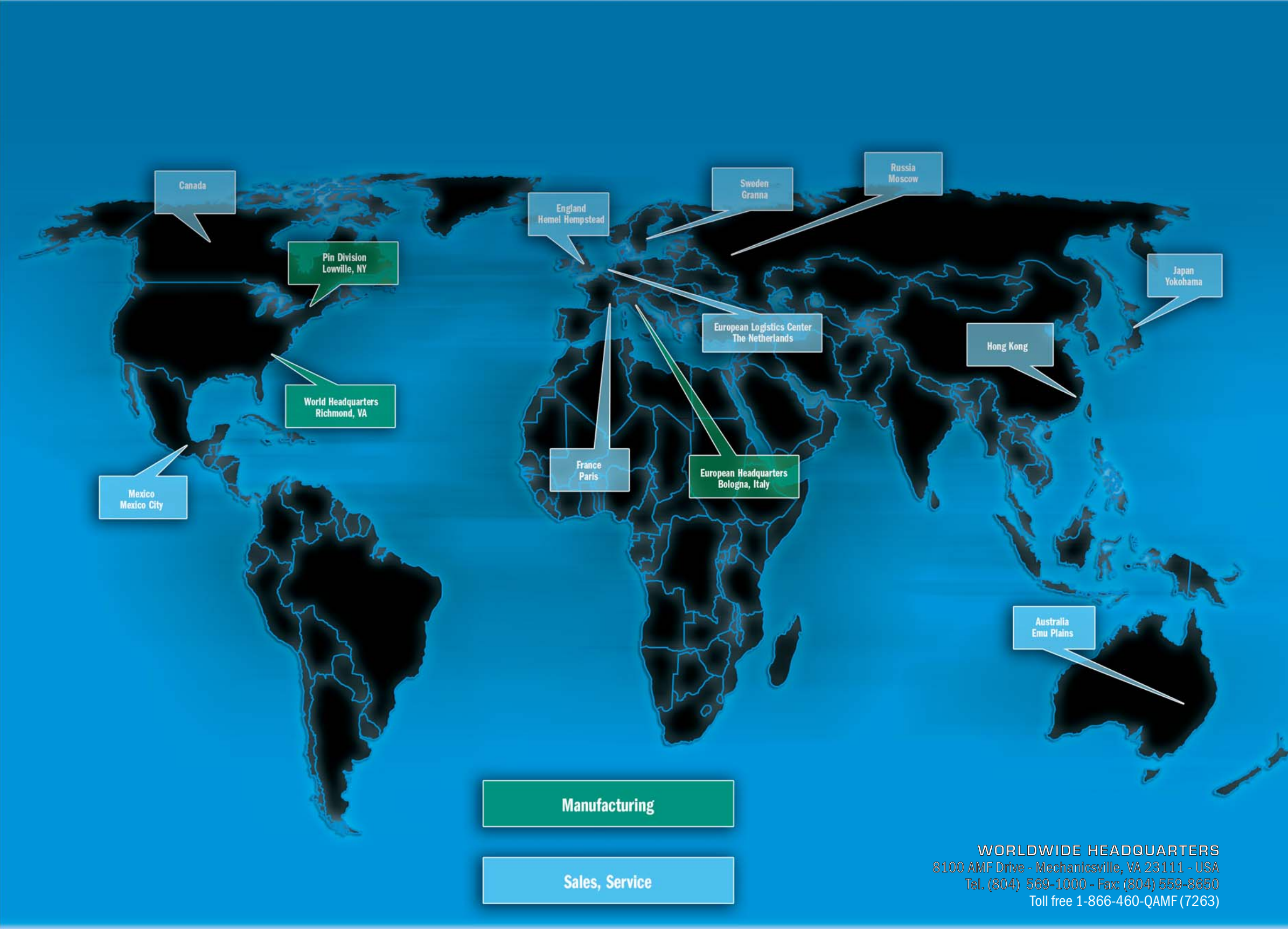
When you choose QubicaAMF as your global partner for center development, we see it as the beginning of a long relationship. From that point on we believe it's our job to continue to earn and deserve your trust through prompt, thorough service and support.

- **QubicaAMF trained technicians and installers** - We have 75 technicians and installers worldwide to assist you; and they are always on call.
- **Worldwide Technical Support Centers** - There are QubicaAMF tech support centers in the US, Italy, the Netherlands, the UK, France, Sweden, Russia, Poland, Australia, Hong Kong and Mexico.
- **Worldwide distribution** - You'll find QubicaAMF distributors in 24 countries around the world.
- **Internet updates** - When there's an update to your QubicaAMF software, it's available by download and easy self-installation.
- **Automatic contact with us** - Should you ever experience a problem with your management system, the system automatically alerts us at QubicaAMF by email.
- **Remote tech support** - Just because a problem doesn't require an on-site visit doesn't mean you don't need help. QubicaAMF systems come with remote technical help built in.
- **Technical Support Forum** - Another help option is our technical support forum where QubicaAMF experts and other owners & operators provide tips and advice online.

INSTALLATION AS EXCELLENT AS THE TRAINING THAT FOLLOWS IT. WORLDWIDE.

- **Installation coordination**
QubicaAMF certified installers work closely with you and your staff on every step of the installation process.
- **Mechanic training**
We train on-site in your mechanic's familiar work environment.
- **Staff training**
Your staff's training is professionally done and customized to your center.

Call your QubicaAMF rep today to schedule a meeting with our New Center Development Team, especially if you want to make the best choice for your business investment today and tomorrow.



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