

Trust your vision to the experts at QubicaAMF. Deliver a better bowling experience.





Table of Contents

QubicaAMF	4
Why invest in bowling?	6
Why choose QubicaAMF?	8
A vision for every venue	10
Family Entertainment Centers	12
Boutique Centers	22
Hybrid Entertainment Centers	36



Strike
Moscow
Russia
12 lanes

QubicaAMF

The evolution of bowling excellence, providing the best bowler experience.

QubicaAMF is the world's premier provider of innovative, high-quality bowling products and services. An experienced partner, QubicaAMF has a strong tradition of excellence and technological innovation.

In 2005, Qubica Worldwide merged with AMF Bowling Products to form QubicaAMF. And now we're the largest, most respected bowling products manufacturer on the planet with:

- Over a century of combined experience
- More than 500 employees worldwide
- The largest R&D team in the industry

But what really sets us apart? Relentless passion. An unrivaled global outlook. A progressive mission for the future. And an unwavering devotion to your success.



Olround Bowling
Veenendaal
The Netherlands
12 lanes
Photographer: Kim Krijnen

Why invest in bowling?

A simple enough question. Fortunately, we have some striking answers you'll find very compelling.

Bowling is an anchor attraction with universal appeal that brings a range of consumers from juniors to seniors, amateurs to professionals. And it's one you can incorporate with a mix of attractions and themes based on your business model. Indeed, people from around the globe view bowling as a destination activity offering year-round fun, day or night, in any kind weather.

So, any way you look at it, bowling's appeal translates into to a tremendous and ever-increasing customer base you can tap into.

Here are the facts:

- Worldwide bowling installations include more than 210,000 lanes in 12,000 centers
- Internationally, more than 100 million people in over 95 countries bowl at least one game a year
- There are more than 5,000 bowling centers in the United States alone
- Bowling is America's top participatory sport, with 70 million fans playing at least one game annually

Bowling investments require little or no inventory, and allow for maximum use of space and capital. These investments also have no receivables, potentially producing a return in less than four years.

It's also true that:

- A well run center can generate up to 40% operating cash flow
- After the initial investment a new bowling center requires minimal working capital
- The bowling business holds up even in a shifting economy

That's information you can take to the bank—and build a business on.



Pete Longo, Jr., Owner
Sunshine Bowling Center, FL



Rick Novak, Owner
Royal Family Bowling Center, VA



Terry Brenneman, Owner
Laser Alleys Family Fun Center, PA



Peter Del Monte, Exec. Dir., Tech. Services
Main Event Entertainment, TX



Ricky Bourgeois, Vice President,
Malco Theaters, MS



Phil Huffman, Owner
BAM! Ultimate Entertainment Center, MI



John Losito, Owner
Sun Valley Lanes, NE



Ashlee Carranza, Owner
Rancho Bowl, CA

Why choose QubicaAMF?

A global leader, your local partner.

We're the experts. We bring over a century of international experience to the game of bowling. At QubicaAMF your success is our priority. That's why we take innovation so seriously, and aggressively invest to create products designed to help grow your business and drive customers to your facility.

Or consider our acclaimed quality and innovation. Together with the largest R&D team in the business, they ensure QubicaAMF solutions deliver strong equipment value and sound investment performance. No one else invests as much as we do in product innovation, every year.

We're a global leader, and your local partner. We have sales offices in 10 countries and distributors in every corner of the world. And we continue impacting the success of 10,000 installations in over 90 countries.

We build centers that reflect the individual tastes and objectives of their owners and are committed to forming close long-term partnerships with our customers. As your venture unfolds, you can trust QubicaAMF to be there—to honor commitments, provide a succession of great ideas, along with prompt service and dedicated support.



Debbie Brykczynski, Owner
Yorkville Bowl, IL



David Small, Owner
Bowl 32, IN



Paul Barkley, Owner
Barkley Management, AZ



Andy Bartholomy, Owner,
Andy B's Bowling, TN



Joe Schumacker, Owner
Sparez, FL



Roger Philipi, Southern District Team Leader
Spare Time Entertainment, NC



Mike Leong, Owner
Bel Mateo Bowl, CA



Kevin Priller, Owner
Pheasant Lanes, IL



HeadPinz Entertainment Center - VIP Lanes
Ft. Myers, FL
USA
24 lanes

A vision for every venue

As a result of extensive market research, interviewing hundreds of proprietors in over a dozen countries, we found that there are four common elements that make the bowling experience compelling to most people, and as a result they choose bowling:

- Entertainment
- Socialization
- Recreation
- Competition

Drawing on our deep industry knowledge, and depending on your vision and budget, the center we build for you takes all four customer motivations into account, incorporating features and attractions proven to help people:

- Have fun bowling, playing games, or eating and drinking
- Pursue a healthy lifestyle by staying active and engaged
- Simply relax and enjoy themselves or others
- Compete in exciting open, league or tournament play

Combined with bowling's natural business benefits, cash-based income, no receivables, low inventory, plus high ROI and operational cash flows, it adds up to a can't-miss formula for your success.

Convinced of bowling's universal business and customer appeal, just as we are? If you haven't already, maybe it's time to think about the type of center you want to develop. The good news is, there are many options depending on the market segments you want to pursue. And we're experts at building them all.

- Family Entertainment Centers (FECs)
- Boutique Centers
- Hybrid Centers



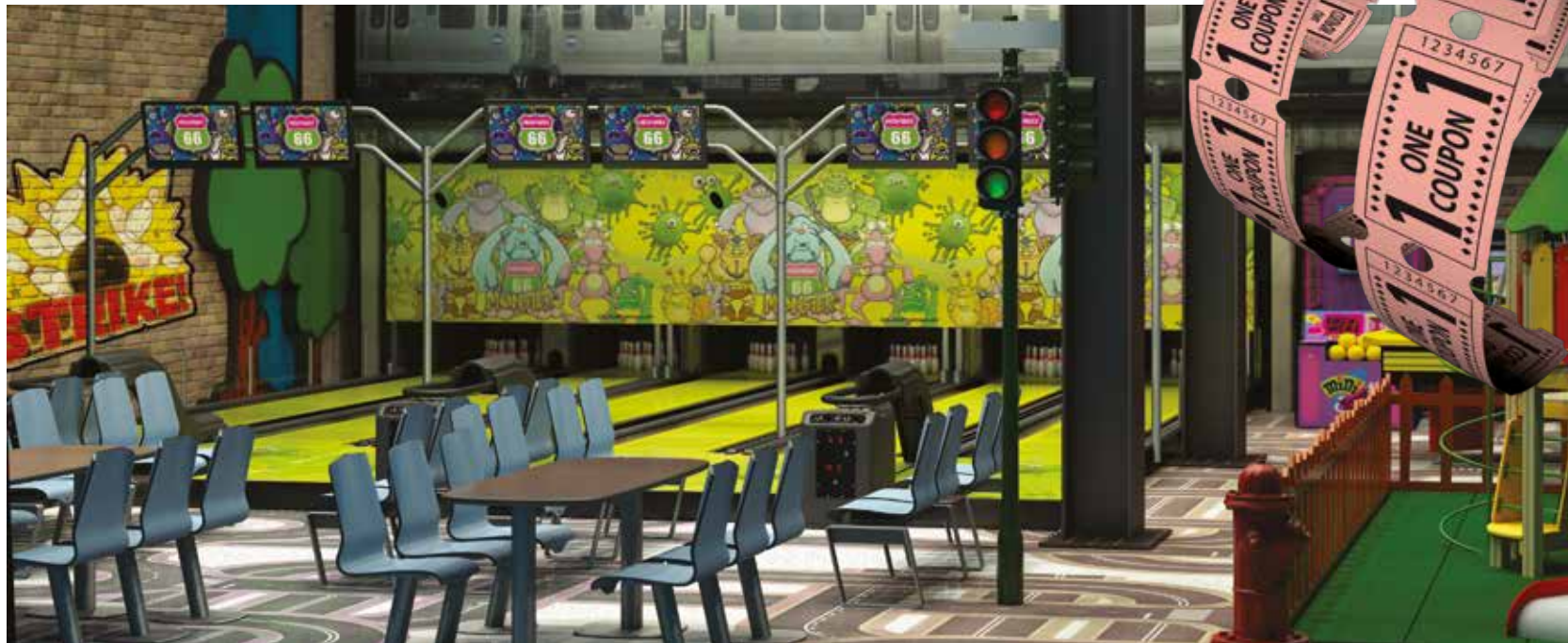
HeadPinz Entertainment Center
Ft. Myers, FL
USA
24 lanes

Family Entertainment Centers

By definition, Family Entertainment Centers (FECs) tailor their services to both genders, including a wide range of age groups.

They feature a multitude of attractions, such as mini bowling, arcade games, laser tag, go-carts, bumper cars and video games.

Plus, they often offer child-friendly play areas, and also have facilities for birthday parties, which make a substantial revenue contribution.



Highway66 mini bowling with redemption



Fun Station
Nottingham
UK
6 lanes



Family Entertainment Centers

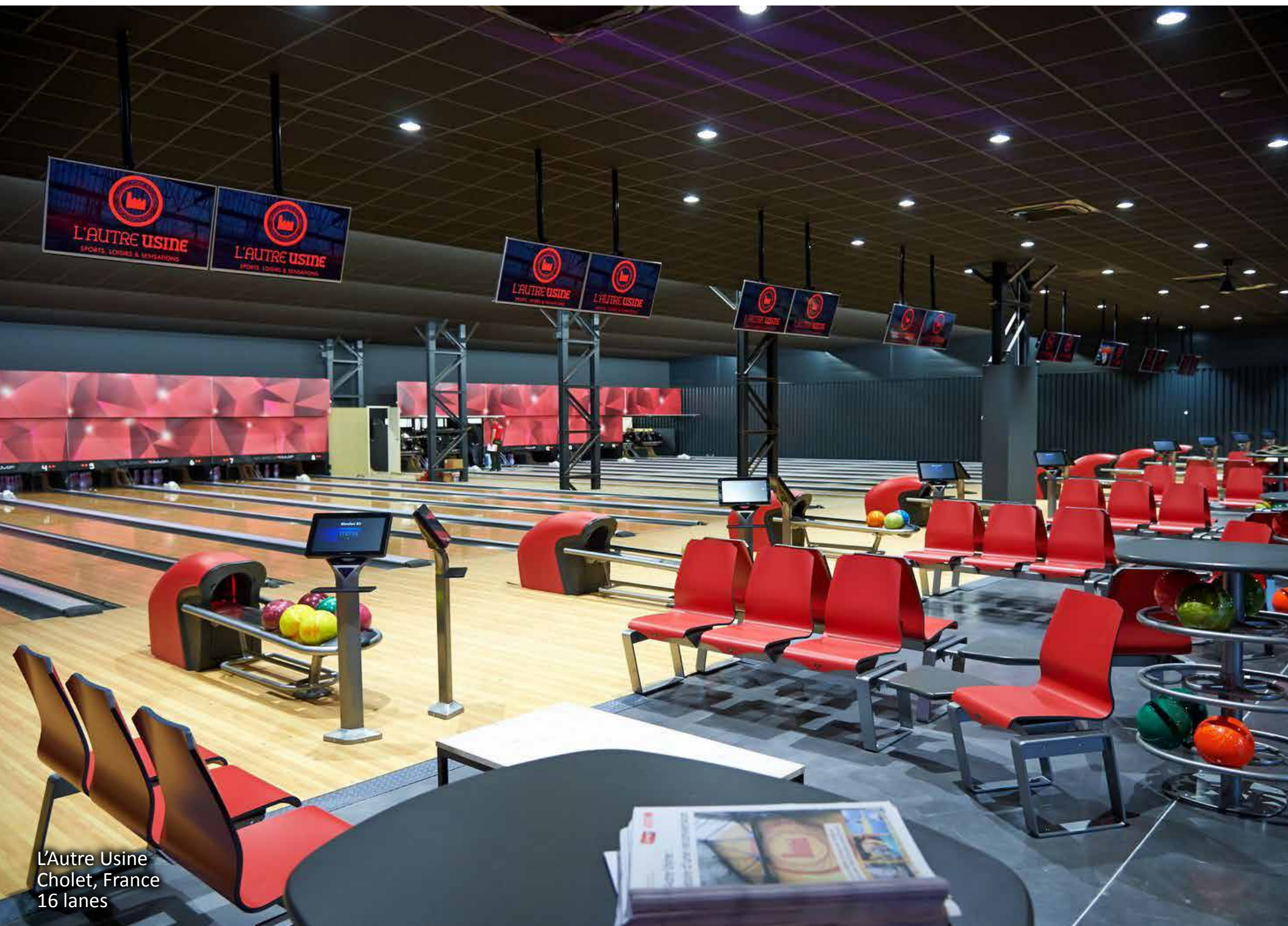
Highway66 mini bowling



Premier Lanes
Oxford, MS
USA
20 lanes



Harmony Infinity furniture, Harmony ball return, SPL Select lanes, BES X Bowler Entertainment System with SuperTouch consoles, Conqueror Pro management system with Multi-Media System



L'Autre Usine
Cholet, France
16 lanes



SPL Select Lanes, Harmony Ball Return, Harmony Energy Furniture, Harmony Masking, XLi EDGE Pinspotter, BES X Ultimate with Supertouch console

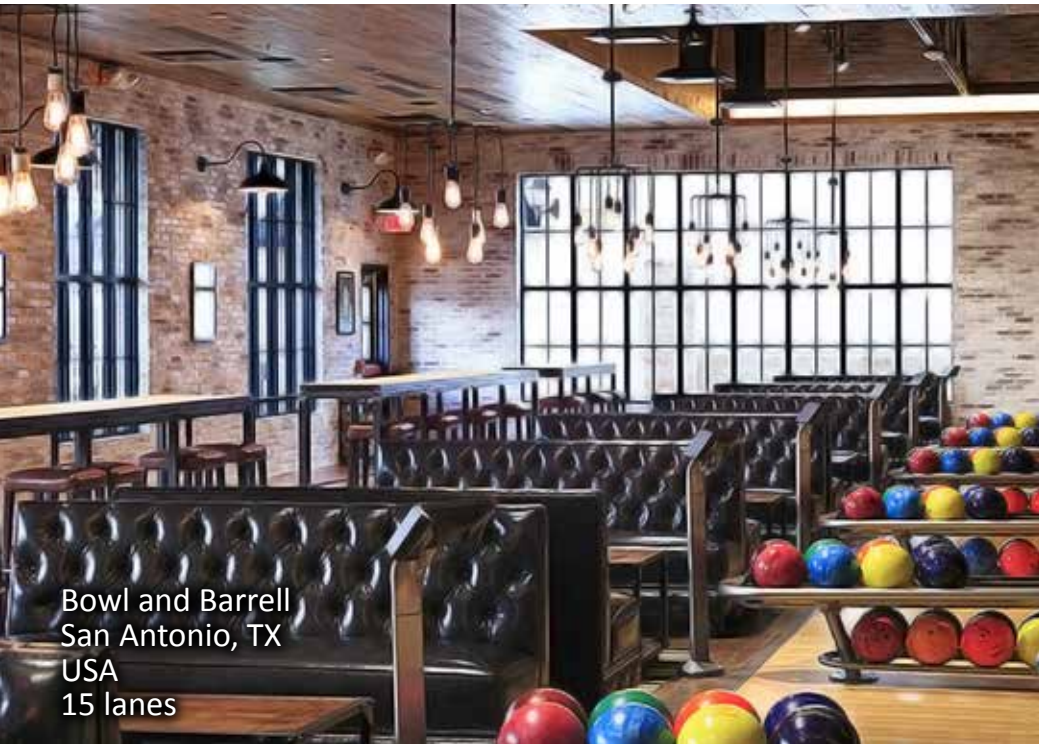


Scene75 Entertainment Center Cleveland
Brunswick, OH
USA
6 lanes



Family Entertainment Centers

Highway66 mini bowling , Harmony Infinity furniture, TMS Pinspotter, BES X Dual Mode scoring system, Conqueror Pro management system



Bowl and Barrell
San Antonio, TX
USA
15 lanes



Boutique Centers

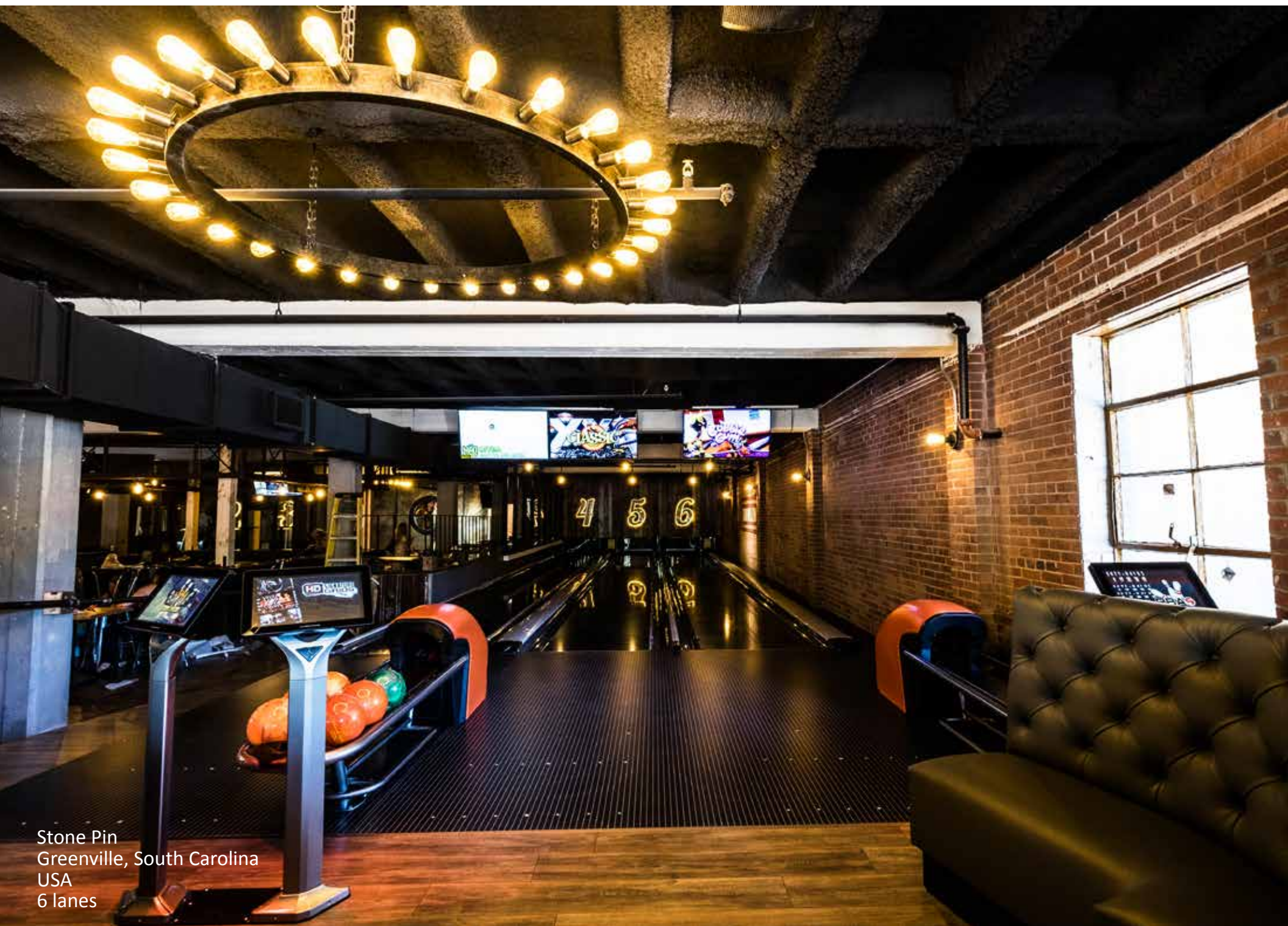
Boutique Centers blend bowling, music and socialization, where the atmosphere and up-scale food and beverage offerings play a significant role in terms of revenue.

Offering a hip and energetic environment, they frequently cater to young adults and adults.

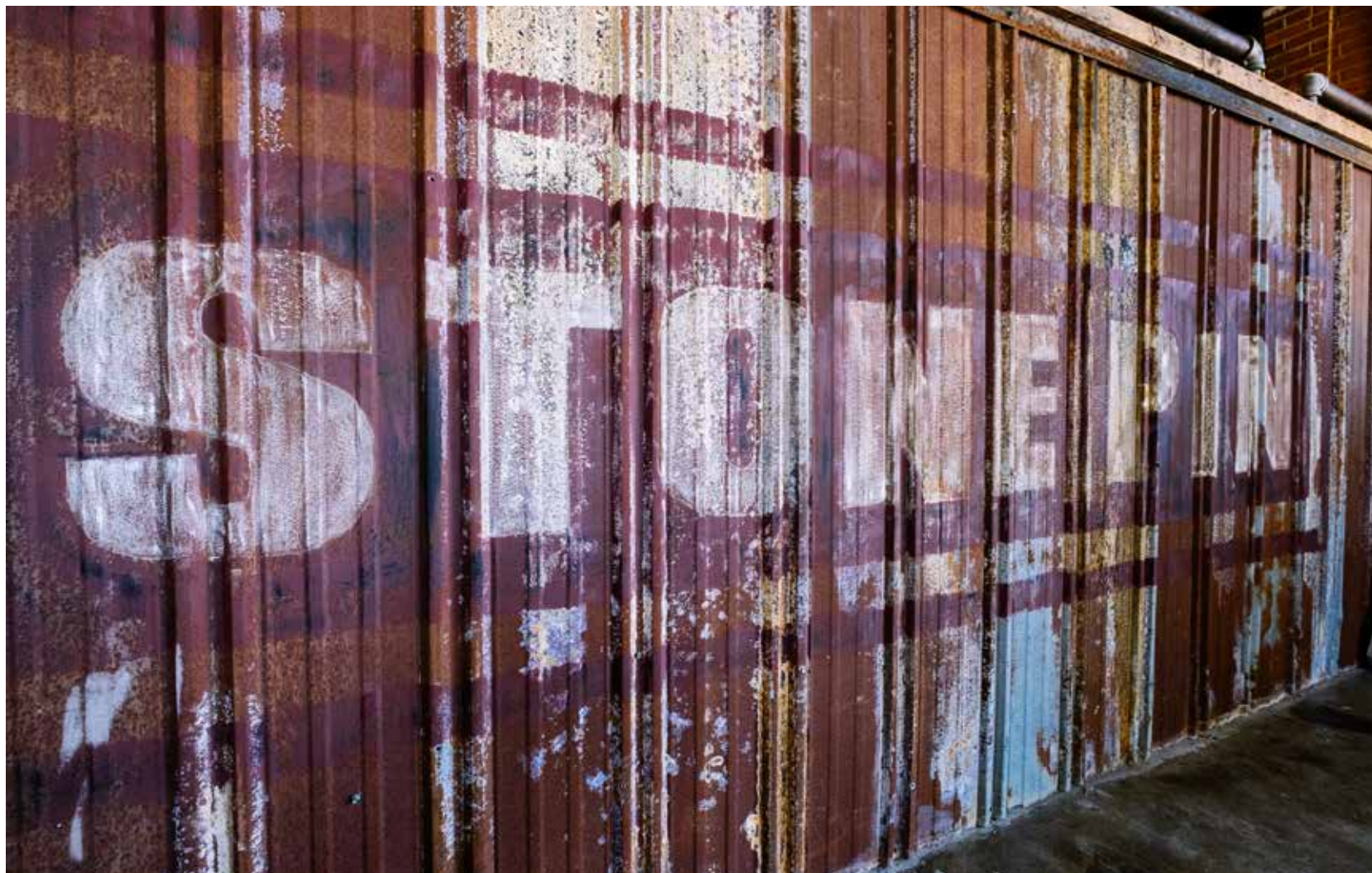
Tenpin bowling and/or mini bowling dominate the entertainment side, although other attractions are often part of the mix as well.



TMS pinspotters, SPL Select lanes, Harmony ball return, BES X Bowler Entertainment System with EasyKey consoles



Stone Pin
Greenville, South Carolina
USA
6 lanes



Boutique Centers



SPL Boutique Lanes in Black Lacquer, Harmony Ball Return, TMS Pinspotter, BES X Bowler Entertainment System with Supertouch console, Conqueror Pro management system



Strike
Moscow
Russia
12 lanes



XLi EDGE pinspotters, SPL Boutique lanes in Stainless Steel, Harmony ball return with Infinity and Energy furniture, BES X Bowler Entertainment System with SuperTouch and EasyKey consoles



Olround Bowling
Veenendaal
The Netherlands
12 lanes
Photographer: Kim Krijnen



Boutique Centers



XLI EDGE pinspotters, SPL Boutique lanes in Glacier White, BES X Bowler Entertainment System with SuperTouch



De Bourgondier Hulst
Hulst
The Netherlands
10 lanes
Photographer: Kim Krijnen



SPL Boutique Lanes, Harmony Ball Return, XLI EDGE Pinspotter, Harmony Infinity Sofas, BES X Ultimate, Conqueror Pro management system



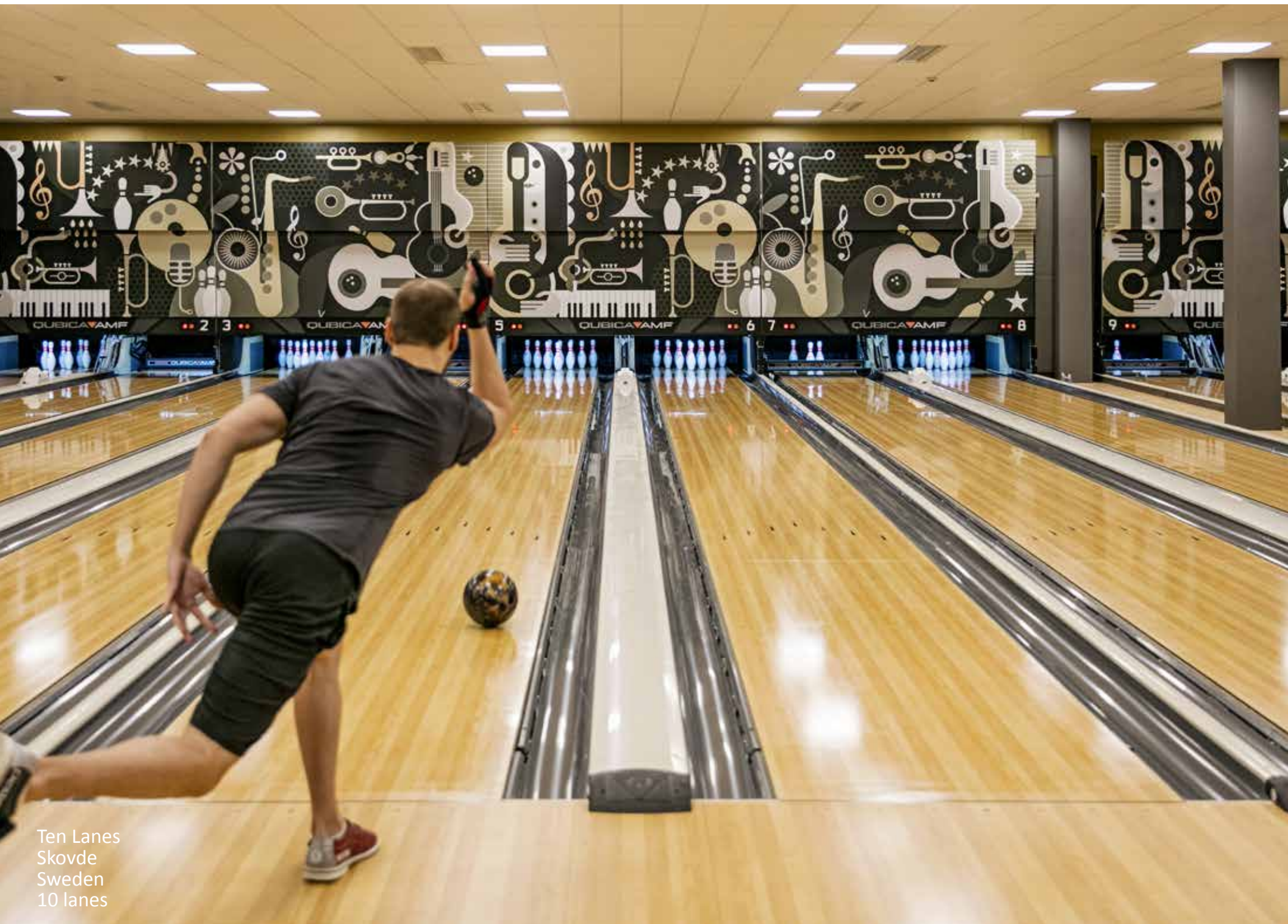
Bally's Bar grill bowling
Rijswijk
The Netherlands
12 lanes
Photographer: Kim Krijnen



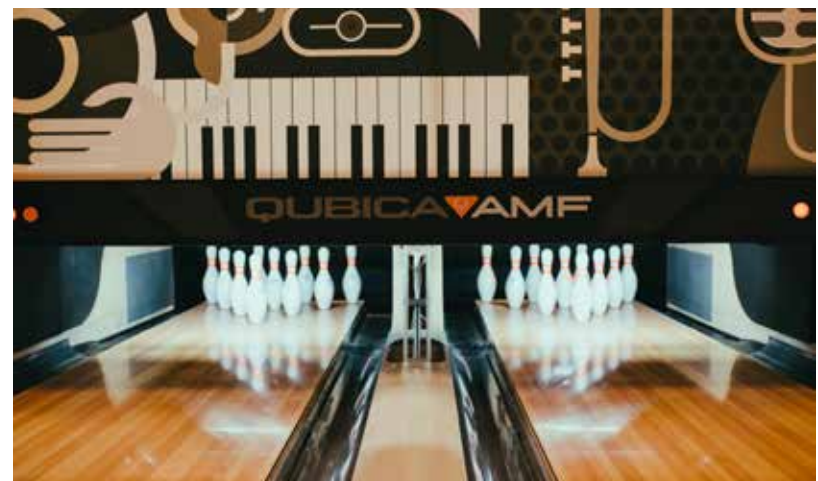
Boutique Centers



SPL Boutique Lanes, Harmony Ball Return, Harmony Infinity Sofas, Harmony Masking, XLi EDGE Pinspotter, BES X Ultimate with Supertouch console, Conqueror Pro management system

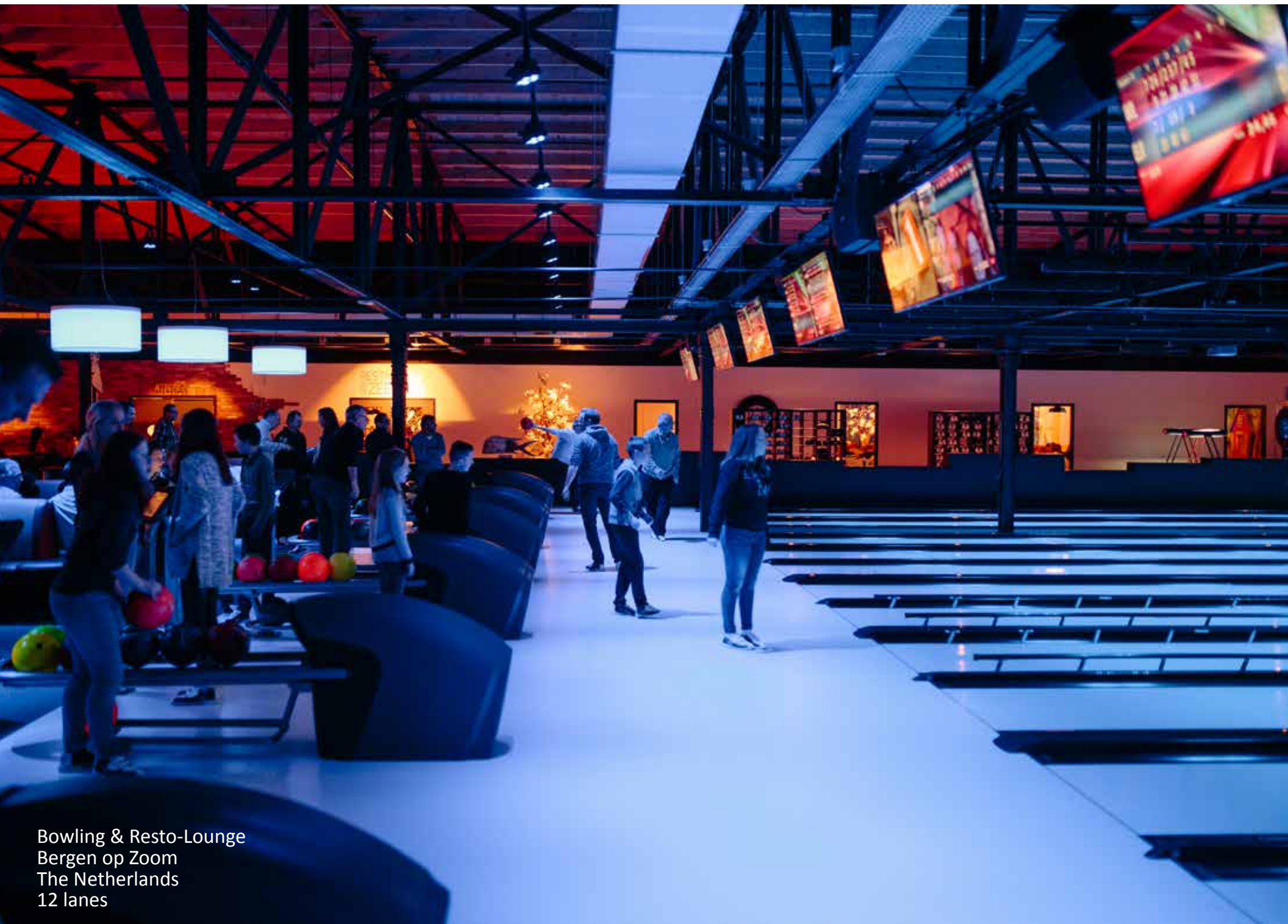


Ten Lanes
Skovde
Sweden
10 lanes



Boutique Centers

SPL Select Lane, Harmony Ball Return, Harmony Sinergy Furniture, Harmony Masking, XLi EDGE Pinspotter, BES X Ultimate with Supertouch Console, Conqueror Pro management system



Bowling & Resto-Lounge
Bergen op Zoom
The Netherlands
12 lanes

Hybrid Centers

As the industry evolves, new trends and business models are emerging. And Hybrid Centers are the result.

Hybrid centers may combine elements of traditional centers with elements of FECs. This model might offer league play Sunday through Wednesday, refocusing on open play and/or family entertainment the rest of the week.

This hybrid concept might also blend the FEC and boutique business models, including a variety of activities in conjunction with bowling, still the anchor attraction. As a social opportunity for adults and young adults, upscale food and beverage sales provide a large part of the revenue.



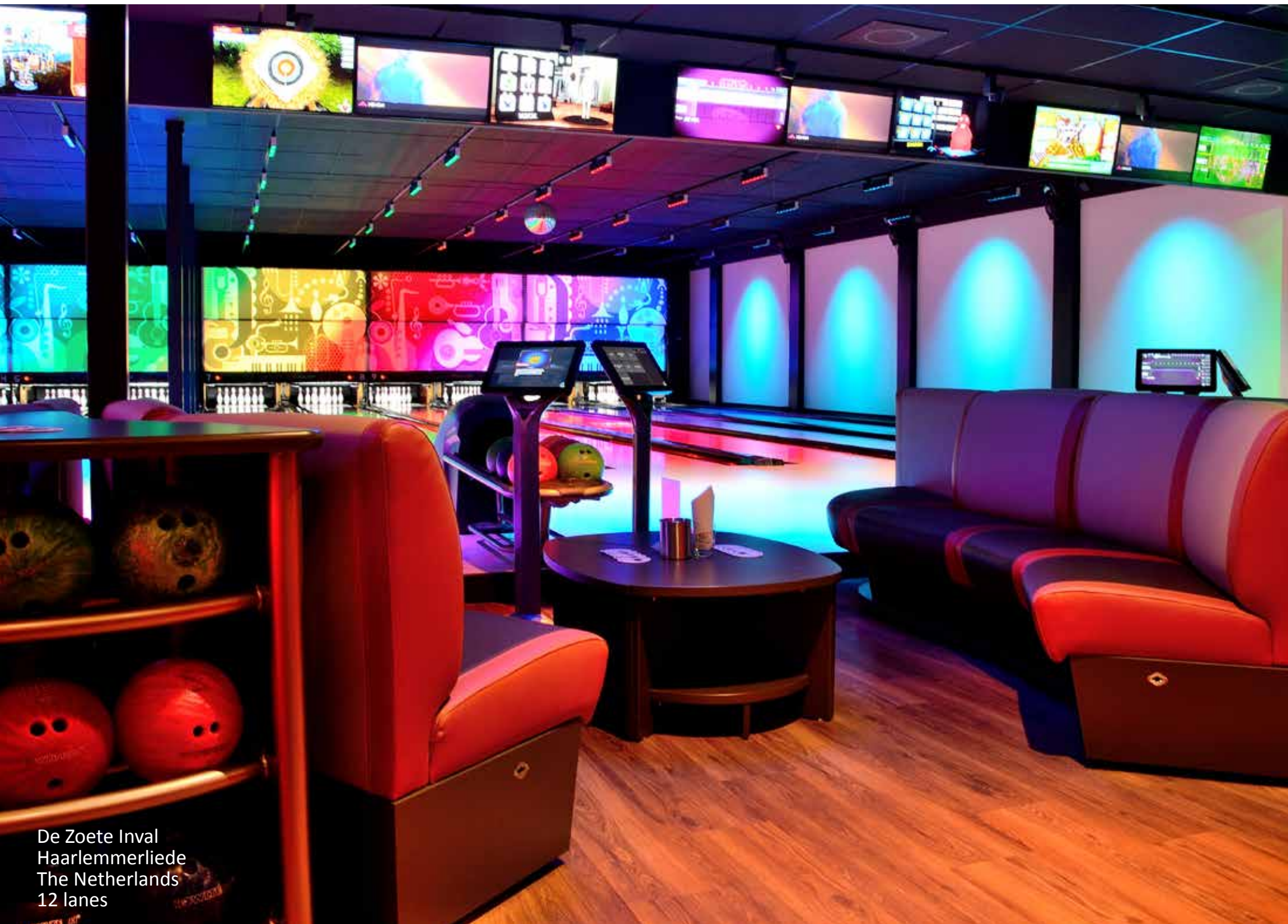


Alboa Santa Fe
Mexico City
Mexico
20 lanes



Hybrid Centers

XLi EDGE pinspotter, Video Masking system, SPL Select lanes, Harmony ball return, BES X Bowler Entertainment System with SuperTouch consoles



De Zoete Inval
Haarlemmerliede
The Netherlands
12 lanes



Harmony Infinity Furniture, Harmony masking, BES X Ultimate with Supertouch console, Conqueror Pro management system



Hooch & Blottos
Eire, PA
USA
8 Lanes



Highway66 mini bowling powered by BES X Bowler Entertainment System with SuperTouch, Harmony Infinity furniture



Bison Bowling Utrecht, The Netherlands, 8 lanes



Lavo Lanes St. George, Grenada, 8 lanes



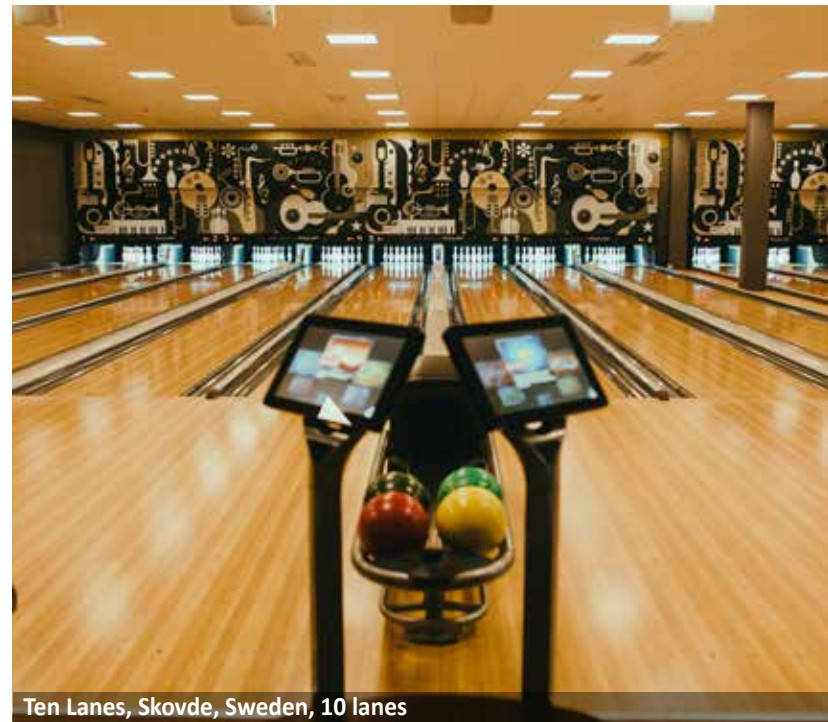
Bowling de Zwaluw Kesteren, The Netherlands, 6 lanes



Fountain Bowl Fountain Valley, CA, USA, 60 lanes



Europa Cuisine and Entertainment Mcalle, TX, USA, 12 lanes



Ten Lanes, Skovde, Sweden, 10 lanes



MSC, La Preziosa, Highway 66



Razzmatazz, Chicago, Highway66



Angry birds, St. Peterburg, Russia, Highway 66



Orchid Bowl, Singapore, 32 lanes



Highway 66 at the Kids Terminal FEC , Yarka Israel



HeadPinz Entertainment Center, Ft. Myers, FL, USA, 24 lanes



Haoledi KTV, Shanghai, China, Highway 66

Trust your vision
to the experts at QubicaAMF.
Deliver a better bowling experience.

At QubicaAMF your success is our priority. That's why we take innovation so seriously, and aggressively invest to create products designed to help grow your business and drive customers to your facility.

No one else invests as much as we do in product innovation, year after year. With over a century of experience in the game of bowling, our relentless focus on quality and innovation, and the largest R&D team in the industry—QubicaAMF delivers a strong equipment value and sound investment performance.

We're the experts. We're a global leader, and your local partner.

Trust your vision to QubicaAMF.

Visit us online at www.qubicaamf.com or call your QubicaAMF representative today!



Stowe Bowl, Stowe, VT, USA, 8 lanes



WORLDWIDE HEADQUARTERS

8100 AMF Drive - Mechanicsville, VA 23111 - USA - Tel. +1 (804) 569-1000 - Fax: +1 (804) 559-8650 - Toll free 1-866-460-QAMF (7263)

EUROPEAN HEADQUARTERS

Via della Croce Coperta, 15 - 40128 Bologna - Italy - Tel.+39 (051) 4192-611 - Fax +39 (051) 4192-602

www.qubicaamf.com - info@qubicaamf.com