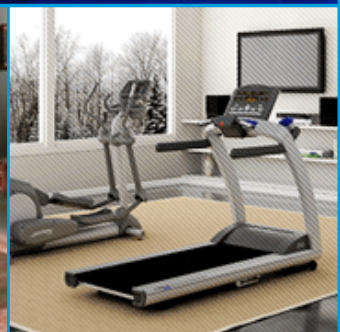


Virtual Bowling



The Next Generation of Fun

Brunswick 



Brunswick Corporation

Brunswick Corporation has been the world leader in the recreation and entertainment business for more than 160 years. Founded in 1845, Brunswick Corporation is a Fortune 500 company bringing “Genuine Ingenuity”™ to everything it makes - marine engines, pleasure boats, fitness equipment, bowling, and billiards.

Brunswick has earned a global reputation as a leading manufacturer and marketer of high quality products for recreational enthusiasts. In 2007, over \$5.7 billion in sales was generated, bringing fun to our customers worldwide. Today Brunswick continues to focus on the future of recreation and entertainment with innovative products and services.

Could 100 Million People Help Your Business?

Each year, over 100 million people worldwide select bowling as a valued entertainment alternative. Unlike “mini-bowling” or traditional video games, **ONLY Virtual Bowling provides a high-tech, realistic bowling experience. In less than half the space of traditional bowling, Virtual Bowling can provide your business with the ability to take advantage of the popularity and entertainment value of bowling.**

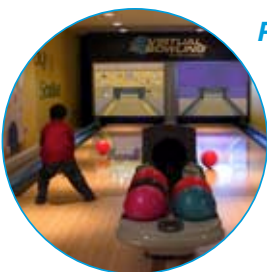
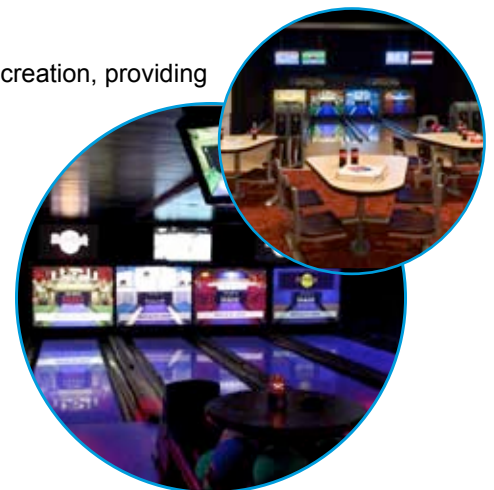
Fun for everyone and great for groups and parties, Virtual Bowling provides you with one of the most unique and profitable entertainment systems to help your business:

- Increase customer traffic
- Generate repeat business
- Increase food and beverage sales
- Satisfy your loyal patrons

And, only Virtual Bowling is backed by Brunswick, the world leader in bowling and recreation, providing our commitment to quality construction, responsive service and dedication to our customers.

Virtual Bowling is Perfect for Many Businesses and Locations, Including:

- | | |
|--|-----------------------|
| ■ Arcades and Amusement Centers | ■ Movie Theatres |
| ■ Bars and Clubs | ■ Restaurants |
| ■ Bowling Centers | ■ Sports Venues |
| ■ Family Entertainment Centers | ■ Theme Parks |
| ■ Home Recreation or Game Rooms | ■ Cruise Ships |
| ■ Location-based Entertainment Centers | ■ Apartment Complexes |



Plan the Ultimate Home Recreation Room

Virtual Bowling is the perfect game for the ultimate recreation room. It's designed for easy maintenance in order to provide a life-time of fun for family and friends. For added enjoyment, you can hook up your TV, DVD/VCR, or favorite video game to play on the large screens if you choose to take a break from Virtual Bowling.



What is Virtual Bowling by Brunswick?

Virtual Bowling is a unique and exciting game designed to help you build traffic and revenues by attracting today's video game generation and anyone who enjoys the great fun of bowling.

Today's home electronic games continue to challenge your ability to attract patrons out of their homes and into your establishment. Each year it becomes harder to identify and select the entertainment products unique enough to attract new customers and keep them coming back.

Unlike the more traditional video games available to you in the past which are easily duplicated by the home electronics industry, Virtual Bowling blends the unique attributes of real bowling with the excitement and variety of video gaming. The result is a fun, entertaining experience for both participants and spectators.

Virtual Bowling is Physical Fun

With Virtual Bowling, players roll a real bowling ball down a real lane just like traditional bowling. Your installation can be configured for the use of regulation bowling balls or lightweight, easy-to-handle small bowling balls, allowing even the youngest of children and their families to play.



Virtual Bowling is Electronic Excitement

After the ball rolls down the lane, it enters the virtual world through built-in lane sensors that detect and evaluate the ball speed and direction. Players then watch the bowling fun continue on the large screen at the end of the lane, where the bowling action is accurately simulated. Instant replay and fully animated fun-filled graphics are displayed for strikes, spares or splits. Virtual Bowling is software driven, allowing players to access multiple bowling animation themes. Or, they can test their skills further with the Target Challenge™ game!





Virtual Bowling Generates Food and Beverage Sales

Virtual Bowling continues the long tradition bowling has as a great social group experience. And anywhere you have groups of people being entertained, food and beverage sales are a natural.



Virtual Bowling can help increase your sales in this area and can also be an effective tool to increase your group and private party business. Virtual Bowling parties are fun for groups of all ages.

Virtual Bowling has Dynamic Marketing Power

Use your Virtual Bowling Promotion Kit and Marketing Guide to maximize your revenue with Virtual Bowling. Also, the exclusive Virtual Bowling Logo Manager utilizes your Virtual Bowling displays to help grow your business, promote specials, sell advertising to others, congratulate a customer on their special occasion, or recognize your corporate customers. The logo manager is easy to use and graphics can be programmed to automatically be placed by day of week and time of day.



“Customers love Virtual Bowling - they think it’s fun, cool, and it really helps drive bar sales - the payback has been tremendous. Virtual Bowling has done so well at our first location that we’ve already added it to boost business at our second location.”

- Jan Norlindh, Partner - Hard Rock Café



Virtual Bowling is Arcade Ready

Your arcade can benefit from the “anchor-attraction” power of Virtual Bowling by Brunswick. Optional kiosks can be equipped with coin/token or bill acceptors, or can be outfitted with most debit-style card systems. Add the optional ticket dispensers and Virtual Bowling is sure to be the feature attraction of your redemption arcade. Tickets can be awarded by range of the final score and you can make the game even more rewarding by awarding tickets for strikes or spares – a great way to get customers to play longer and more frequently!

- Available with coin comparator or bill validator
- Coin comparator allows for coins or tokens with diameters between 10 mm and 31 mm
- Bill acceptors are programmable to accept specific currencies and denominations, and each unit will hold 500 bills
- Card swipe can be attached via industry standards providing another alternative for money collection
- Optional redemption ticket dispensers are available along with a ticket bin capable of holding 4,000 tickets
- Kiosk components run on 12V
- Safety feature built into system to record date and time each door is opened for maintenance and cash removal

Easy-to-Use Arcade Features

Easy-to-use kiosk allows players to customize the game to their skill level and interests. Three buttons allow users to easily navigate through a complete menu system to select desired settings and features, such as number of frames and virtual bumpers. Player menu options can include:

- 5-frame and 10-frame games
- Time bowling available from 5 to 60 minutes
- Select one of five bowling themes or Target Challenge™
- Select a player piece, which is related to the selected theme
- Individually select virtual bumpers

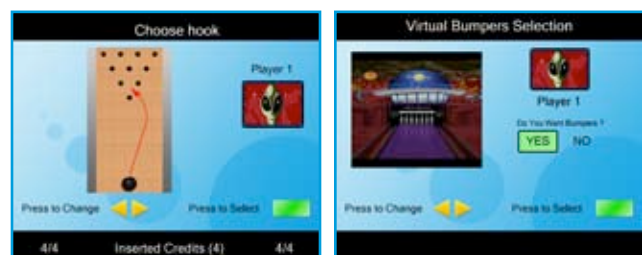


Additional Arcade Features

- Built-in safety notice provides guidance before every game
- Multiple opportunities for marketing and advertising during the attract mode
- Informative recap sheet at the end of each game to compare statistics of each bowler
- High score tracking by lane

Virtual Bowling is Great Entertainment For All Skill Levels

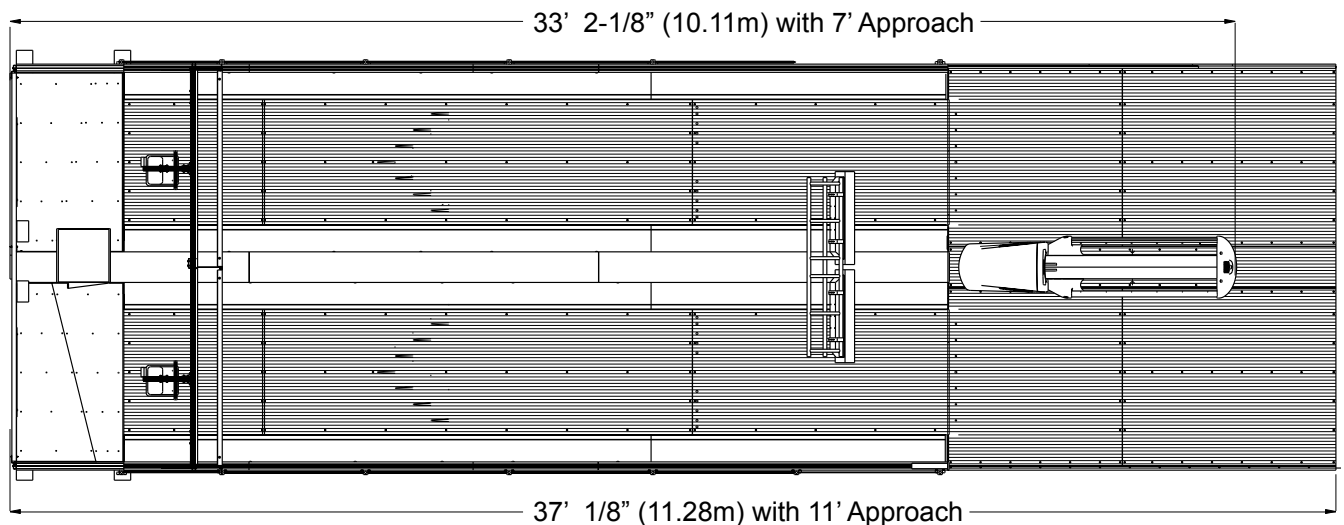
Virtual Bowling has been designed to maximize the bowling excitement for all skill levels. When activated, your most experienced customers have access to adjustable ball hook settings that provide variable ball reaction making their play even more realistic. And novice players can select virtual bumpers making it impossible to throw a gutter ball, resulting in higher scores and more fun!



Virtual Bowling is a Perfect Fit For Your Business

Virtual Bowling is much more compact than traditional bowling lanes, requiring a total installation length as short as 33 or 37 feet, allowing it to easily fit into bars, arcades, restaurants and family entertainment centers!

With few mechanical parts and no pinsetter, Virtual Bowling is easy to operate and maintain. Players can wear their own shoes, eliminating the need for maintaining rental shoes and reducing your staff's involvement even more. Virtual Bowling has a variety of configurations and optional features. Your Brunswick Representative will help you determine which set-up is right for your business.



“The game is exciting, our guests love it. Its minimal maintenance, no problems and does its own thing. What more could a technician ask for?”

*- Merv Ah-Loy, Regional Technical Manager
GameWorks/Sega Entertainment USA, Inc.*

Virtual Bowling Game Themes and Software – The Heart Of All The Fun

Without the physical constraints of an actual pin setting machine, the possibilities with Virtual Bowling are nearly endless. To broaden the appeal and marketing opportunities for your business, Virtual Bowling comes standard with a variety of bowling “themes” - they’re great fun and provide variety to appeal to customers of all ages. Customers on each lane can choose the theme they like the best.

Virtual Bowling themes include:



Classic Bowling

Experience the fun and challenge of bowling with this classic ten pin theme.



Chicken Run

Customers of all ages will delight in this barnyard spin on traditional bowling.



Space Bowling

This unique theme lets your customers explore the galaxy.



Tomato Factory

Visit the ketchup factory for some bowling fun with America’s favorite condiment.

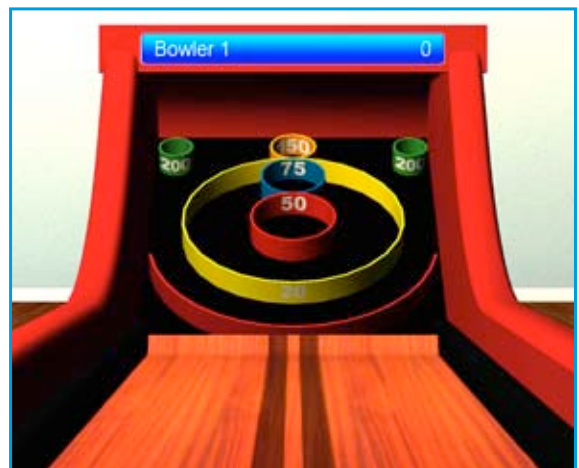


Arctic Alley

Watch the faces of your customers light up as they march off to Antarctica with this light-hearted penguin theme.

Target Challenge™ – A Classic Arcade Game Goes High-Tech!

Target Challenge gives a modern twist to a classic game. Players get nine chances to roll their ball down the lane at targets that vary in size and point value. Unlike traditional arcade versions of the game, Target Challenge offers the unique benefit of allowing multiple players to play and compete.





Virtual Bowling is a Proven Winner

Virtual Bowling is sure to increase your revenue and provide the opportunity for high return-on-investment. The chart below is an actual example of the potential revenue from two lanes of Virtual Bowling over a 12-week period.

Week	Actual Games Played	Weekly Revenue at \$2 Average Price per Game	Weekly Revenue at \$3 Average Price per Game
Week 1	948	\$1,896	\$2,844
Week 2	880	\$1,760	\$2,640
Week 3	813	\$1,626	\$2,439
Week 4	672	\$1,344	\$2,016
Week 5	499	\$998	\$1,497
Week 6	578	\$1,156	\$1,734
Week 7	665	\$1,330	\$1,995
Week 8	699	\$1,398	\$2,097
Week 9	699	\$1,398	\$2,097
Week 10	681	\$1,362	\$2,043
Week 11	697	\$1,394	\$2,091
Week 12	686	\$1,372	\$2,058
Weekly Averages	710	\$1,420	\$2,130

Although performance will vary by location, Virtual Bowling can offer a very high ROI potential. For many locations, such as bars, clubs or resorts, the overall entertainment value and longevity of the game, along with the ability to drive ancillary revenues, are among the key considerations.



“Virtual Bowling by Brunswick certainly delivers on GameWorks’ ‘best guest entertainment in the business’ goal – with a strong return on our investment!”

- Pat Hart, Senior Vice President, Operations
Sega Entertainment USA, Inc.

Enhancement Products

Complete your Virtual Bowling environment and encourage customers to stay longer with the Brunswick Collection of furniture, LCD monitors, Brunswick Entertainment Network, and Lightworx®.

The Brunswick Collection includes two distinct styles of furniture that can be used to complete your Virtual Bowling environment – the Striking Line® and the Frameworkx® Line. Both lines are offered in a variety of colors and styles to create the perfect setting in your location.

The Striking Line

The Striking Line, featuring stylish “living room” furniture, gives you the ability to create comfortable, custom-style seating arrangements at an affordable price. The Striking Line not only looks attractive, but is built to withstand the rigors of commercial use. The Striking Line includes:

- Sofas
- Oval coffee tables
- Ottomans
- Triangular sofa tables
- Bar-style tables and seating with optional storage for standard size bowling balls



Frameworkx

Brunswick’s Frameworkx Line offers customer-friendly seating with plenty of surface space to encourage food and beverage sales. The Frameworkx Line includes:

- Tabletop seating
- Bar-style tables and seating
- Circular Ball Rack – 2 tier and 3 tier configurations for convenient storage of standard size bowling balls



Lightworx®

Take your Virtual Bowling experience to another level of excitement with the added color, light and action of Lightworx.

- Division-integrated, multicolored LED light modules add a dazzling array of movement and vibrant color to your environment
- Integrated LED modules in elevated lane divisions provide brighter, more intense lighting
- Combinations of preset patterns and sequences offer an infinite selection of effects

LCD Monitors

Available in both 32" and 40" options, you can be assured of a great picture that will bring your system to life. Brunswick LCD monitors also provide these great benefits:

- Industrial quality LCD panels
- Performs well in any environment
- Installed as single, double, or triple configurations

Brunswick Entertainment Network*

Brunswick Entertainment Network is an incredibly flexible, easy-to-operate system developed to entertain and market to your customers. It is ambient entertainment, setting the mood and tone for any event.

Music videos, internal promotional videos, on-screen messaging, as well as revenue from external advertisers all add up to make Brunswick Entertainment Network a breakthrough product appropriate for any entertainment venue.



Brunswick Entertainment Network (shown on the center monitor) is a great way to enhance your Virtual Bowling environment.

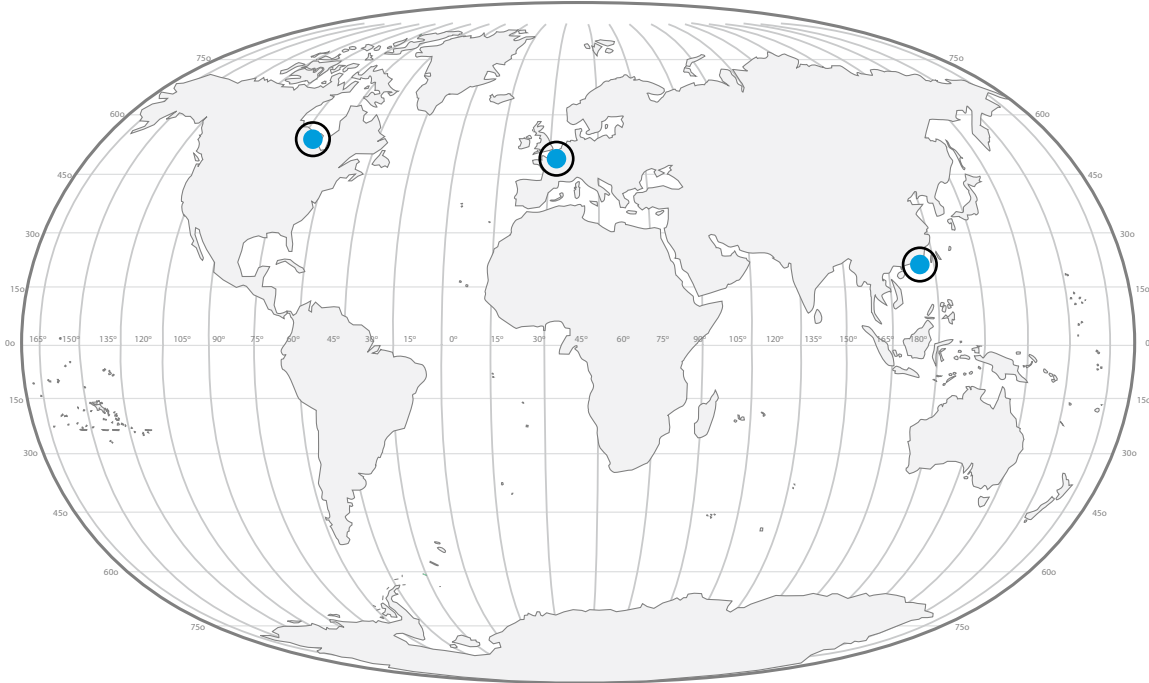
*Available in U.S. and Canada only.

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Brunswick is committed to continuous improvement. As a result, all specifications are subject to change.

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Brunswick
www.brunswickbowling.com

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