

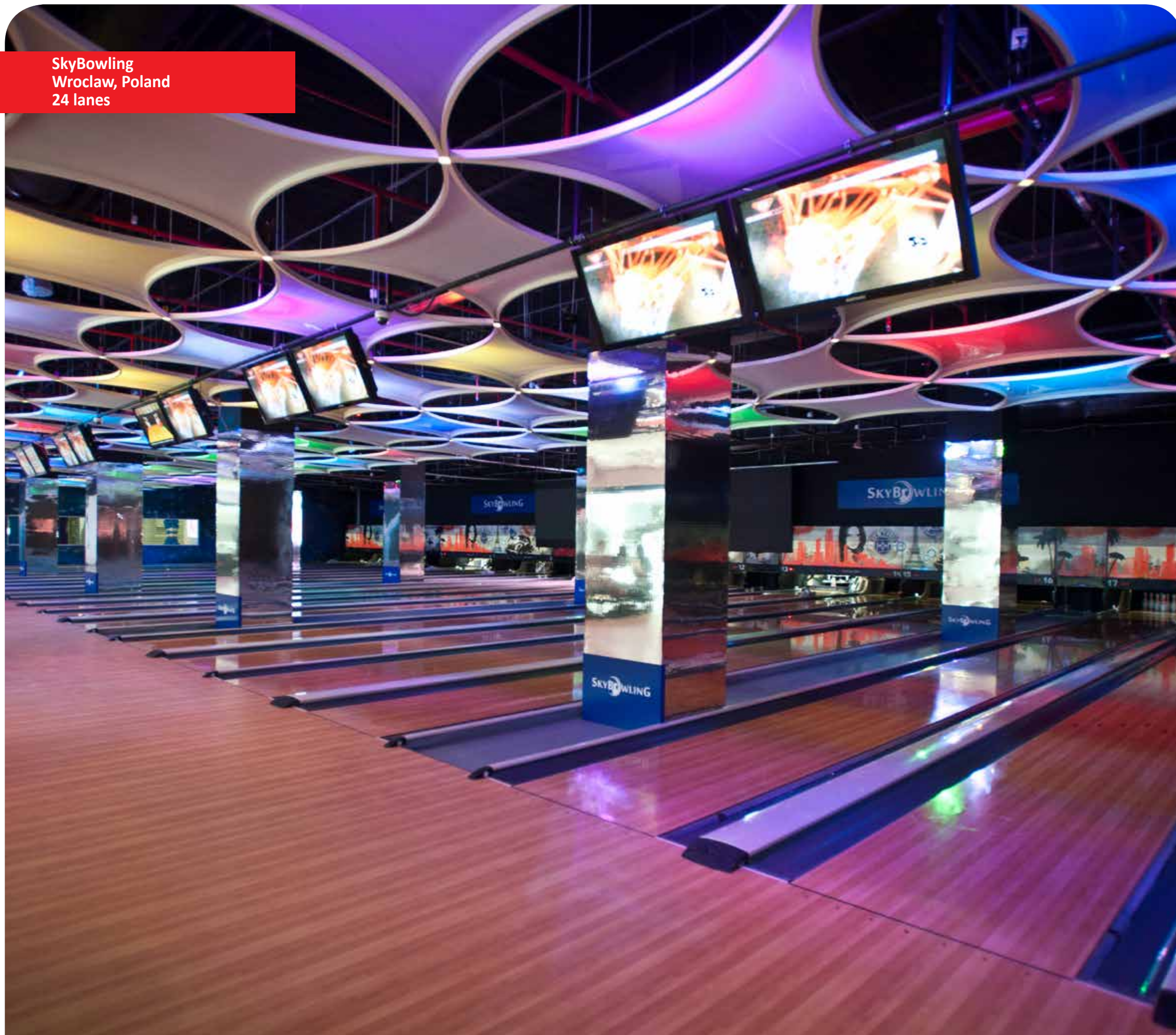
QUBICA  **AMF**

NEW CENTER DEVELOPMENT

TRUST YOUR VISION TO THE EXPERTS AT QubicaAMF



SkyBowling
Wroclaw, Poland
24 lanes



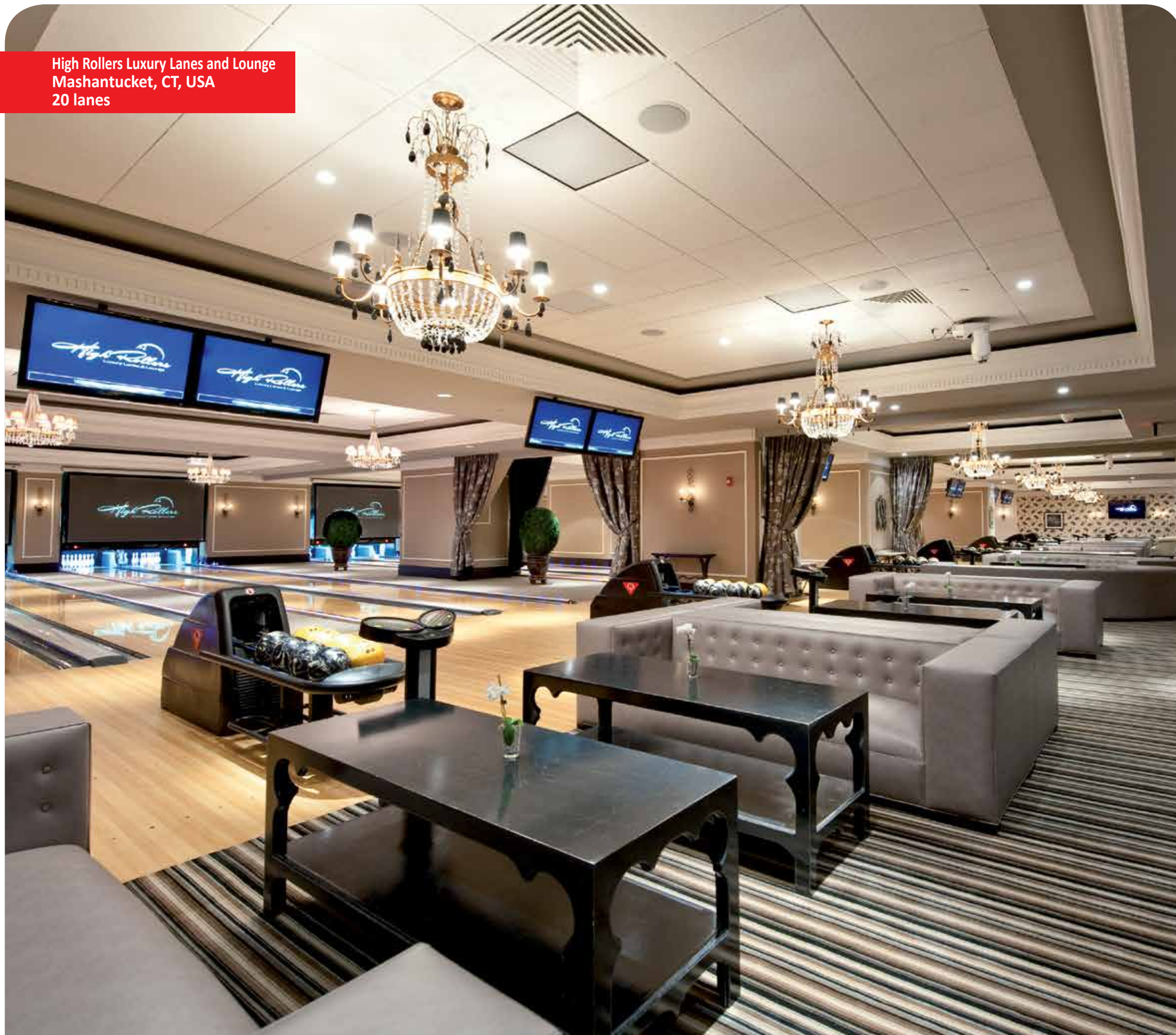
New Center Development Trust your vision to the experts at QubicaAMF

Table of Contents

QubicaAMF	4
Why invest in bowling?	6
Why choose QubicaAMF?	8
A venue for every vision	10
Family Entertainment Center	12 - 13
Family Entertainment Center Highlights	14 - 17
Boutique Center	18 - 19
Boutique Center Highlights	20 - 23
Hybrid Entertainment Center	24 - 25
Hybrid Entertainment Center Highlights	26 - 29
Traditional Bowling Center	30 - 31
Traditional Bowling Center Highlights	32 - 33
New center locations all around the world	34 - 35

Cover:
Courtesy of Bowl & Barrel
Dallas, Texas, USA, 14 lanes

High Rollers Luxury Lanes and Lounge
Mashantucket, CT, USA
20 lanes



QubicaAMF

The evolution of bowling excellence.

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

AMF

AMF Bowling Products began in 1900 as the American Machine and Foundry, manufacturer of industrial equipment. They were also inventors of the automatic pinspotter in 1946, which launched a series of creations that took the bowling industry by storm, including HPL Synthetic Lanes and AMFLite II pins.

Qubica Worldwide

Qubica started in Italy, in 1993, and quickly won international acclaim developing products sought by centers and players alike. Leveraging their in-depth knowledge of automatic scoring and bowling management software, they soon brought the world BES—the first and only comprehensive bowler scoring and entertainment system, currently used in premier centers around the world.

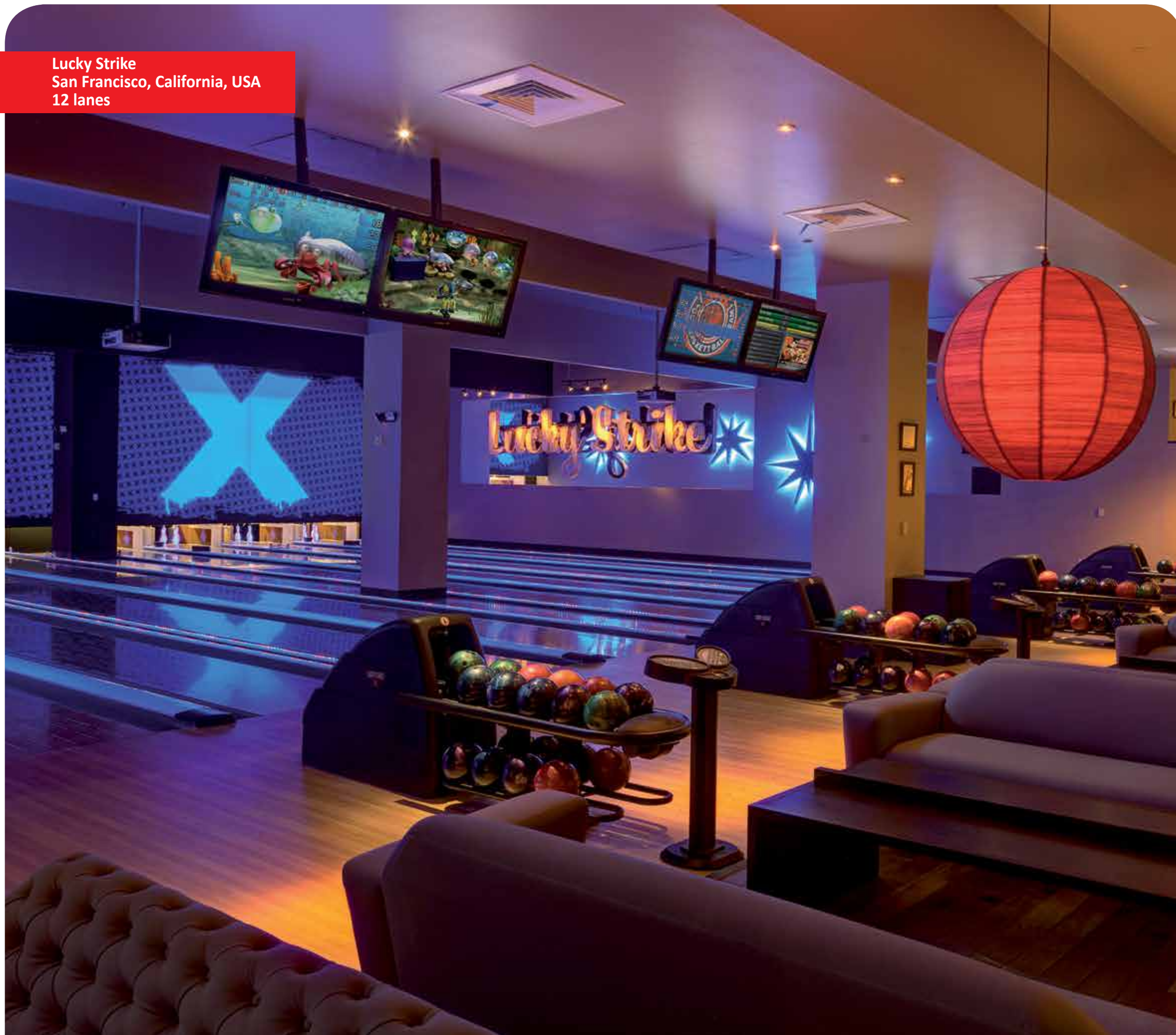
Today's QubicaAMF

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

- Over a century of combined experience
- More than 600 employees internationally
- 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.

Lucky Strike
San Francisco, California, USA
12 lanes



Why invest in bowling?

A simple enough question. Fortunately, we have some straight 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 activate with a mix of attractions and themes. Indeed, people from around the globe view bowling as a destination activity offering year-round fun, day or night, in any kind of weather.

So, any way you look at it, bowling's appeal translates into 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

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

Brooklyn Bowl
New York, USA
16 lanes



Why choose QubicaAMF?

Bowling is a stable and profitable cash business.

Requiring little or no inventory, and allowing 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

Why choose QubicaAMF?

Many reasons. First and foremost, because we're the experts. And we bring over fifty years of international experience to the game of bowling.

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.

We're a global leader, and your local partner. We have sales offices in 15 countries and distributors in every corner of the world. And we continue impacting the success of 10,000 installations in over 90 countries.

Finally, just as we build centers that reflect the individual tastes and objectives of their owners, we're committed to forming close long-term partnerships. As your venture unfolds, you can trust QubicaAMF to honor commitments, provide a succession of great ideas, along with prompt service and dedicated support



The world's first leed certified bowling center
Pinspotters use 75% less energy than a typical
pinspotting machine*

*<http://www.Brooklynbowl.Com/info/green-commitment/>



Picture courtesy of Cinebistro Lanes Hampton, VA, USA, 10 lanes

A venue for every vision

Why do people find bowling so appealing?

At QubicaAMF, we believe it comes down to four essential elements:

- Competition
- Recreation
- Entertainment
- Socialization

QubicaAMF's Unified Approach

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:

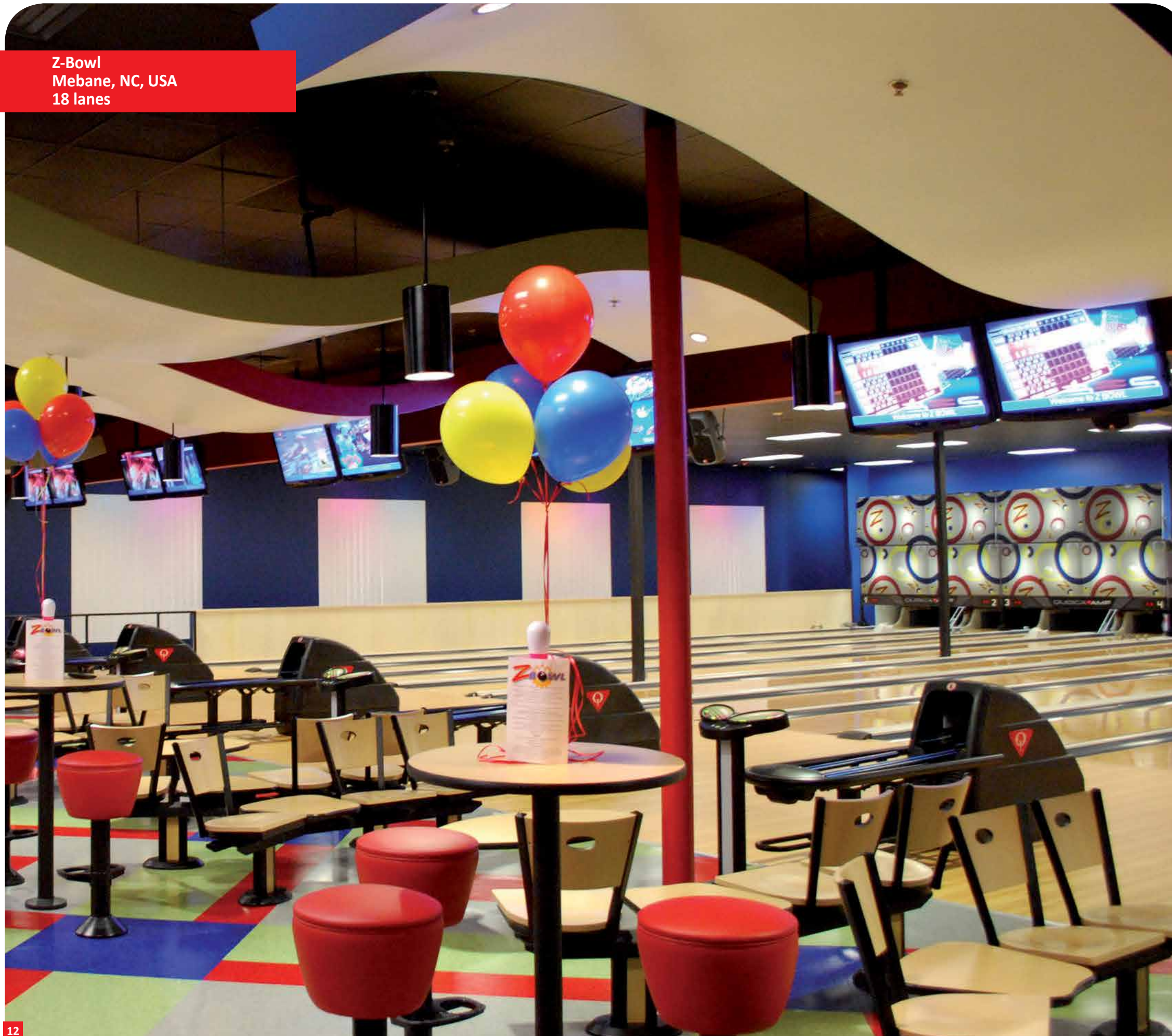
- Compete in exciting open, league or tournament play
- Pursue a healthy lifestyle by staying active and engaged
- Have fun bowling, playing games, or eating and drinking
- Simply relax and enjoy themselves or others

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.

A Venue For Every Vision

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.

Z-Bowl
Mebane, NC, USA
18 lanes

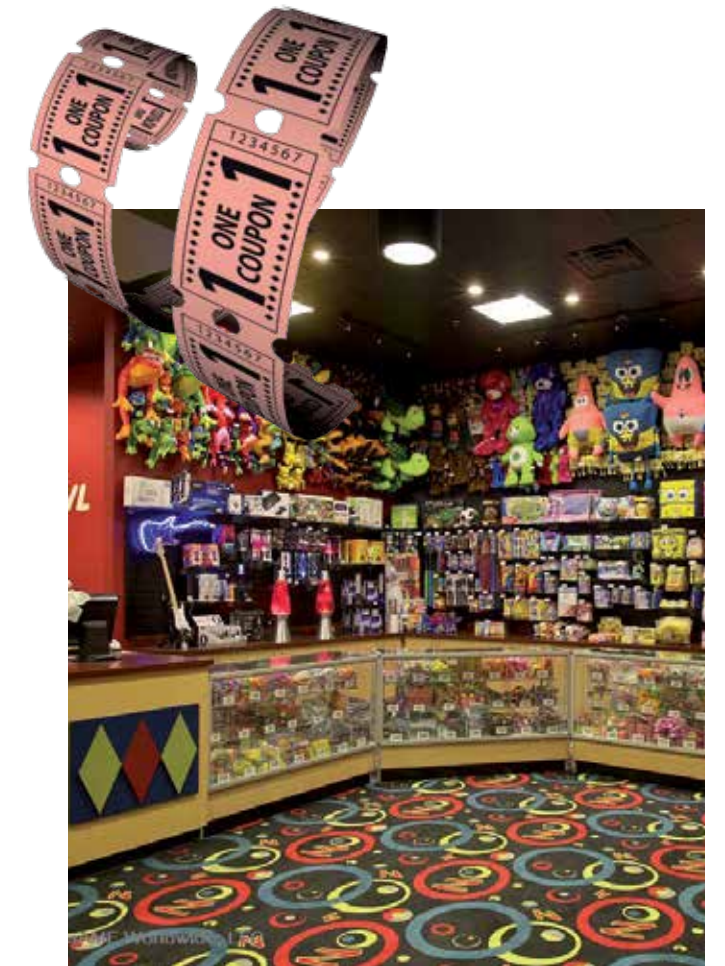


Family Entertainment Centers

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

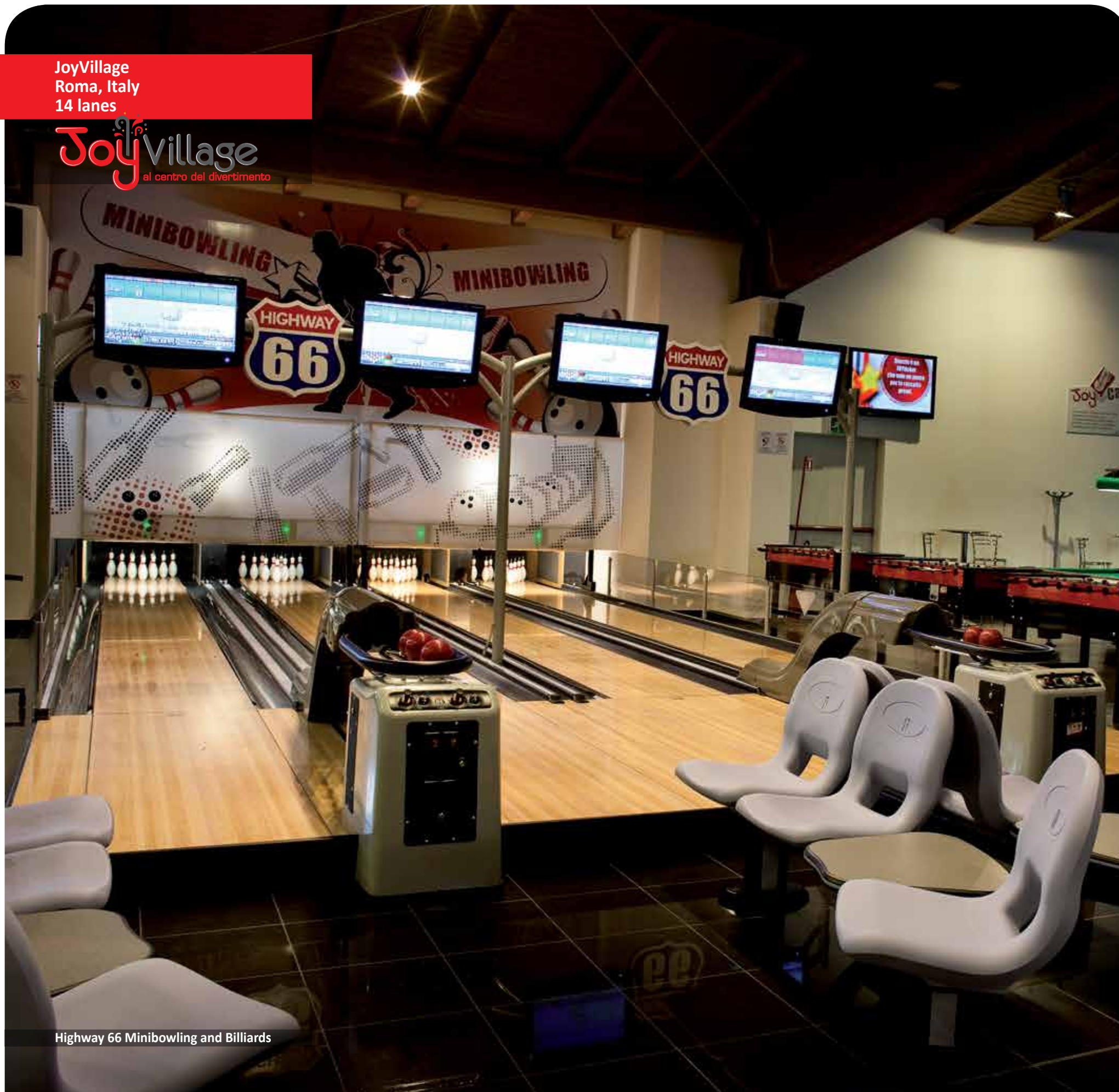
They feature a multitude of attractions, such as mini-bowling, arcade games, laser tag, go-carts, bumper cars and video games.

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



JoyVillage
Roma, Italy
14 lanes

JoyVillage
al centro del divertimento



Highway 66 Minibowling and Billiards



Redemption Desk



Arcade



Mini-Karts Area



Arcade



Bowling and On-Lane Redemption System

Family Entertainment Center Highlights

The Clubhouse
Statesboro, GA, USA
24 lanes



Front Desk with MMS Monitors and Conqueror Pro



Highway66 Scaled Down Bowling



Redemption Desk

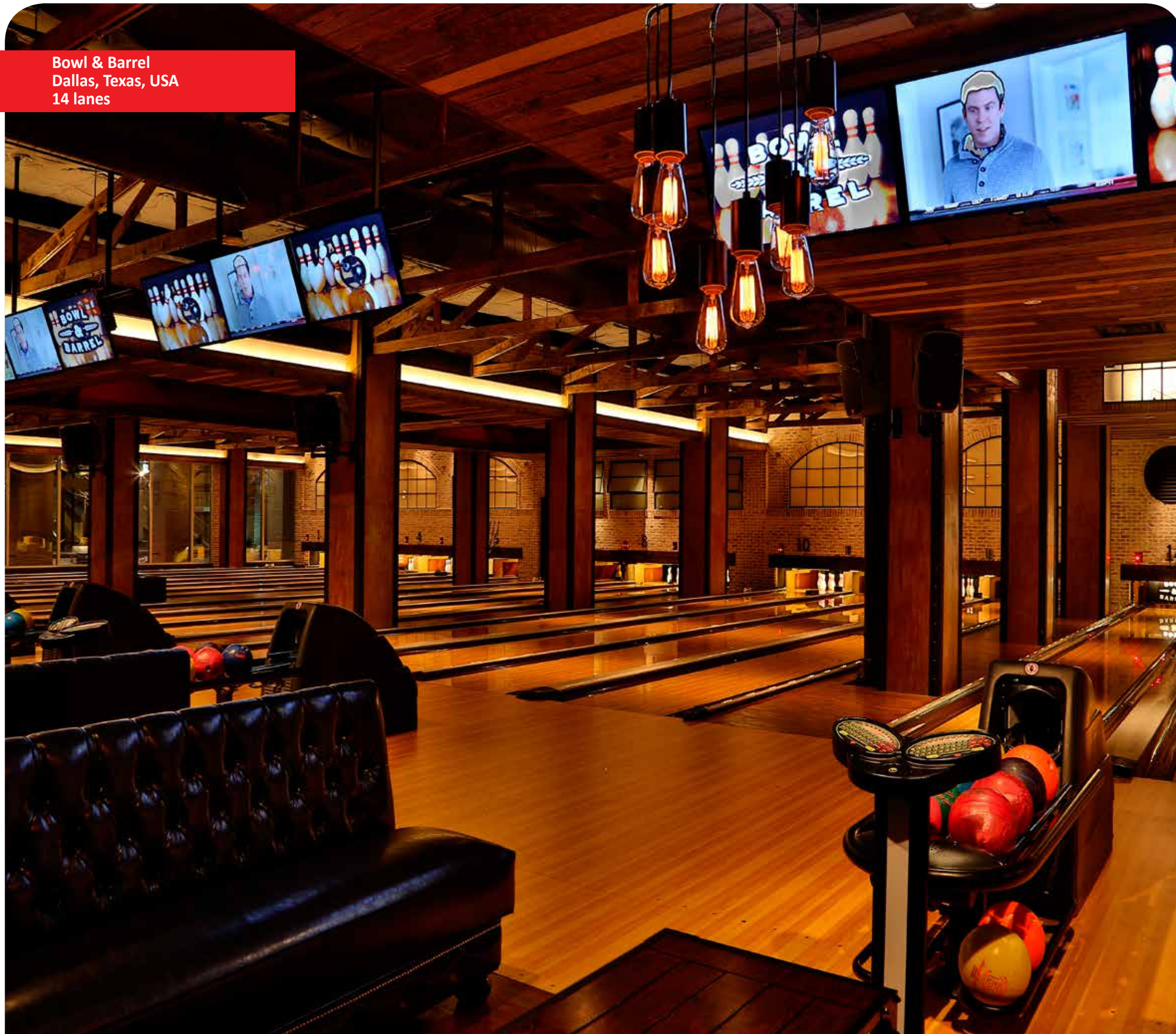


Clubhouse Suites Private Party Room



Restaurant & Bar Area with Lifestyle Furniture

Bowl & Barrel
Dallas, Texas, USA
14 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.



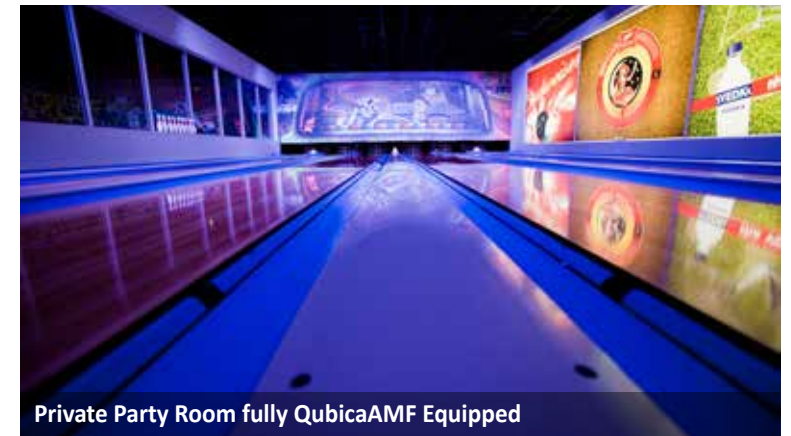
Tavern Bowl
Eastlake, California, USA
10 lanes



Bar Area with Multi-Media System



Xli EDGE Pinspotter and AMFlite II Pins



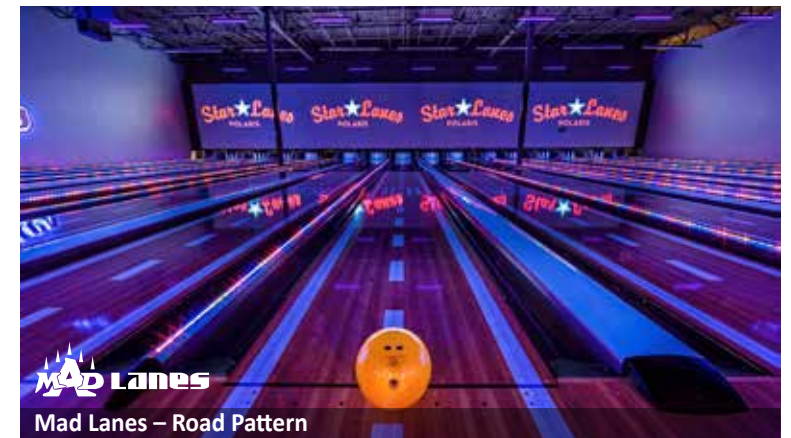
Private Party Room fully QubicaAMF Equipped



Restaurant with Party Buffet Corner

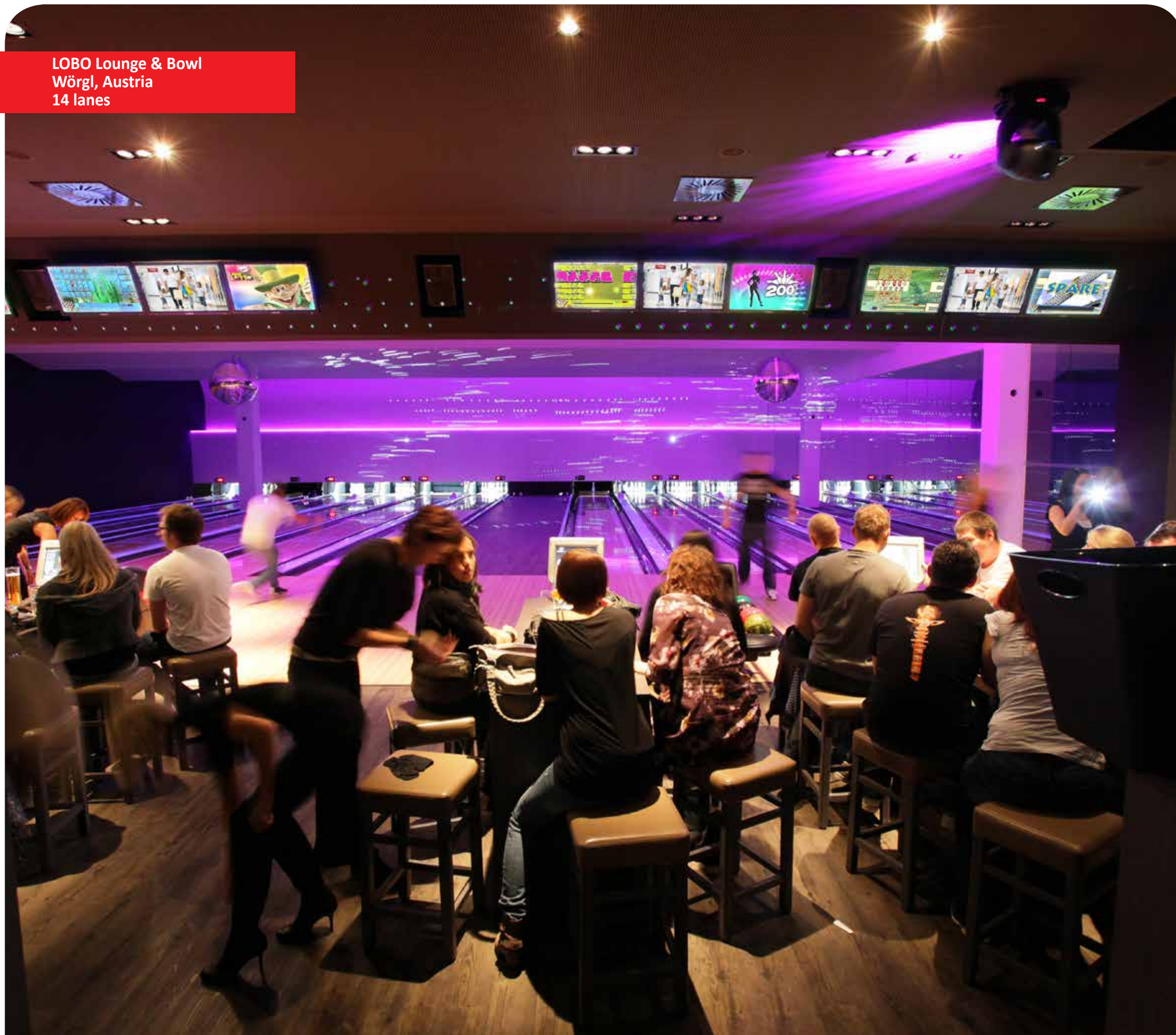
Boutique Center Highlights

Star Lanes Polaris
Columbus, Ohio, USA
20 lanes



Boutique Center Highlights

LOBO Lounge & Bowl
Wörgl, Austria
14 lanes



Hybrid Entertainment Centers

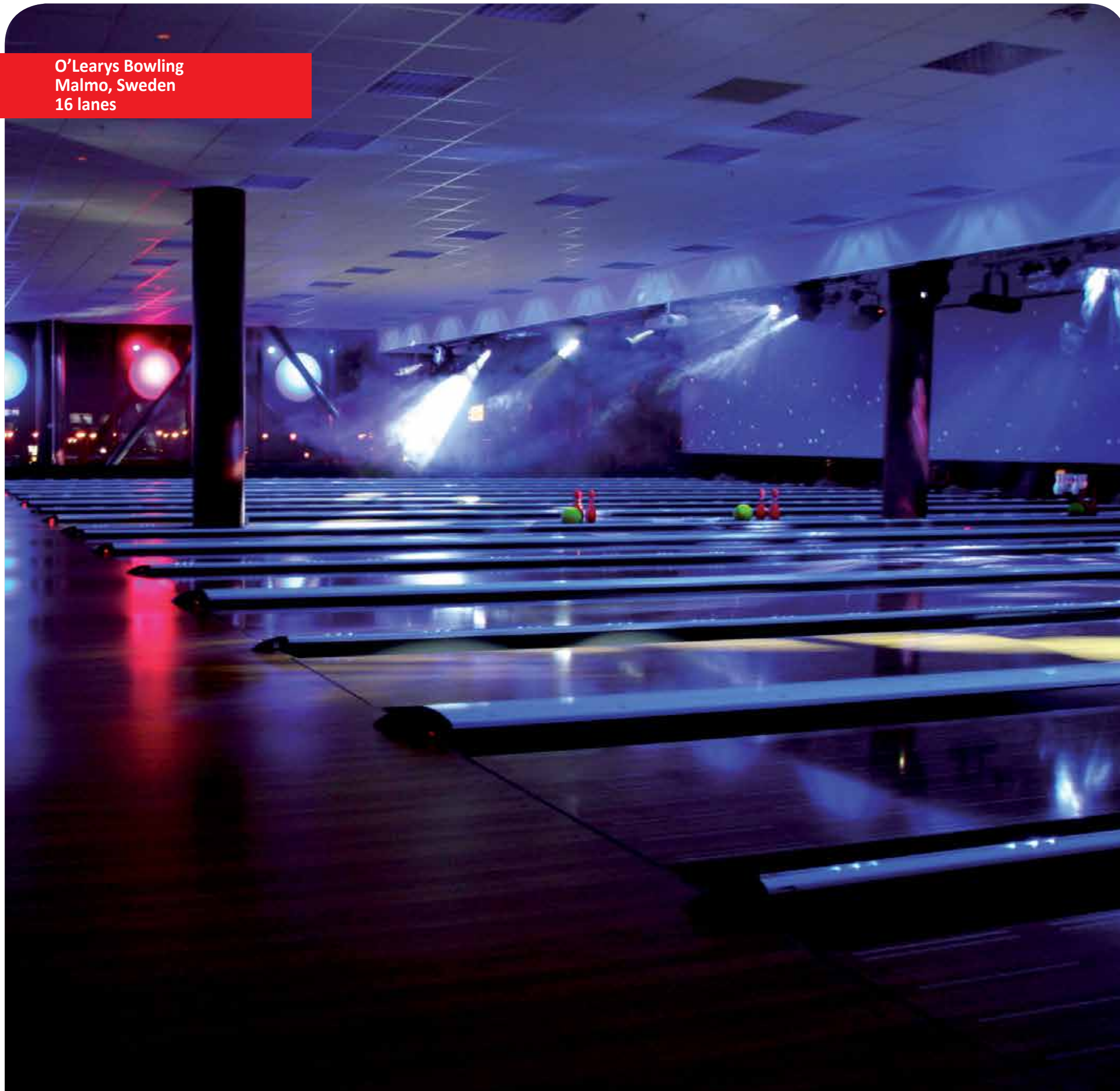
As the industry evolves, new trends and business models are emerging. And Hybrid Centers are the result.

Traditional centers are trending towards incorporating a wider variety of attractions, creating a hybrid concept combining elements of FECs, a model that might offer league play Sunday through Wednesday, refocusing on open play and/or family entertainment the rest of the week.

Yet 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.



O'Learys Bowling
Malmö, Sweden
16 lanes



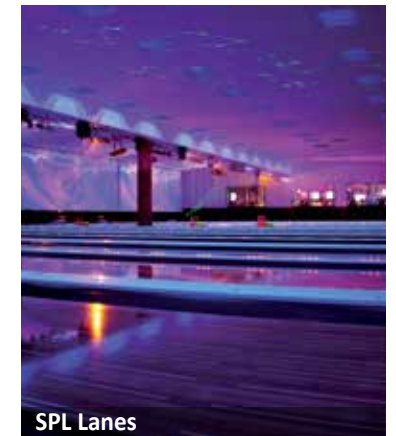
Entrance with MMS Multi Media System Monitors



BES with Smile Arch Bowler Consoles



Light and Sound System



SPL Lanes



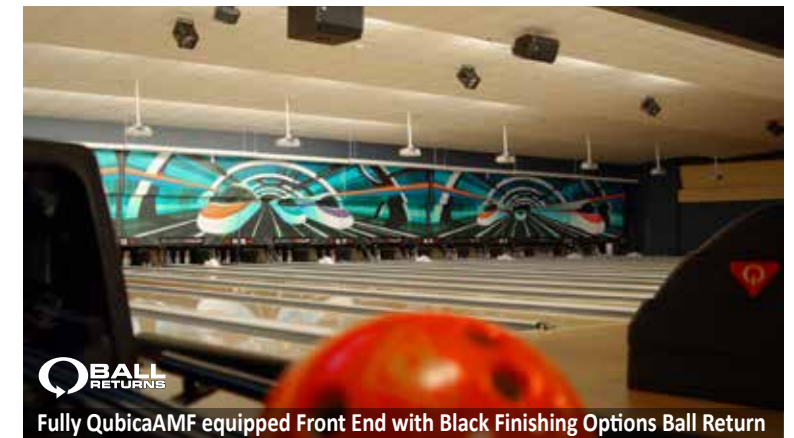
VIDEO
MASQ
Video Mask



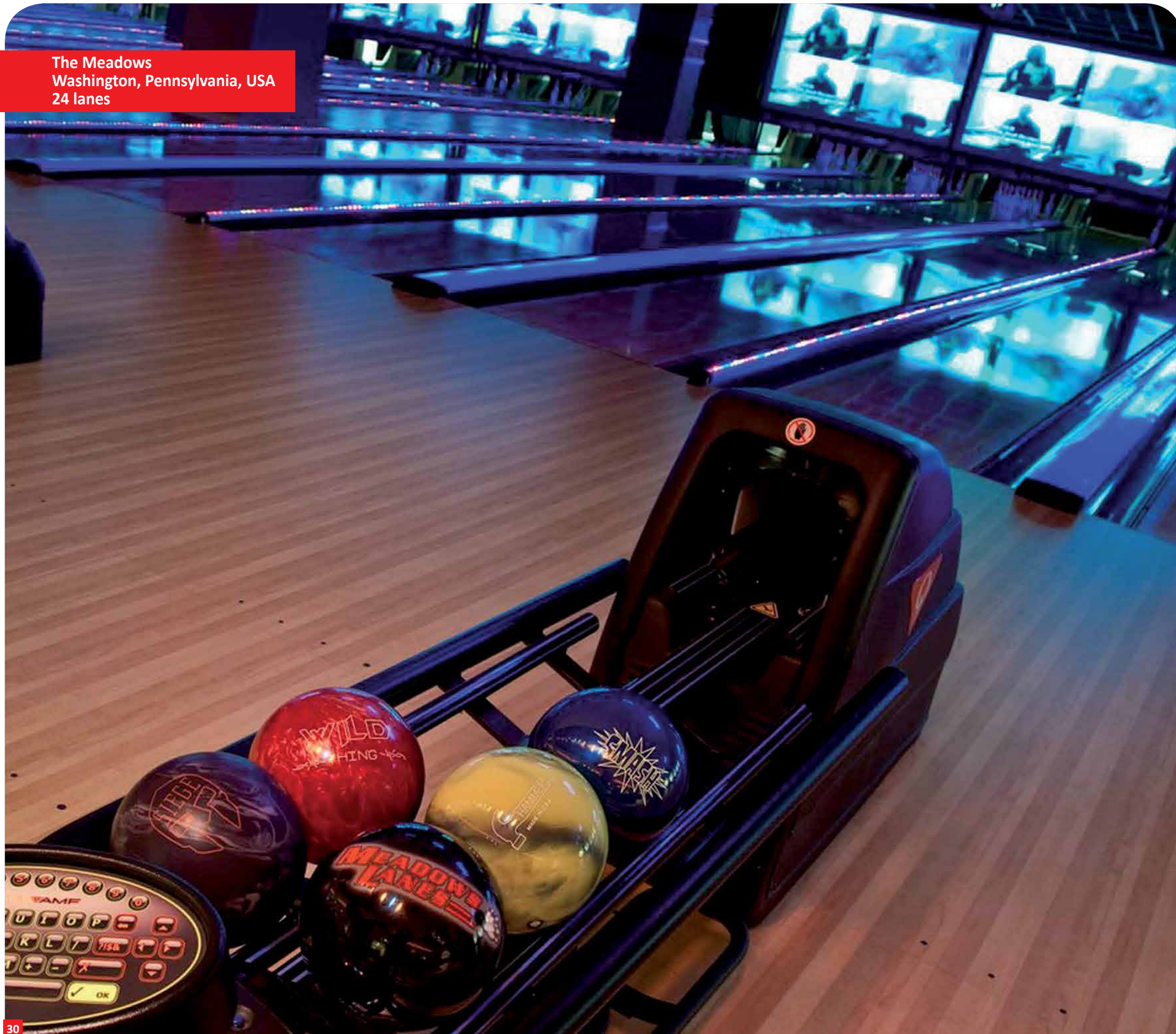
QBALL
RETURNS
Profile Ball Return

Hybrid Center Highlights

Station 300
Bluffton, South Carolina, USA
24 lanes



The Meadows
Washington, Pennsylvania, USA
24 lanes



Traditional Bowling Centers

Traditional bowling centers are the most common and diverse of all models.

As the name suggests, bowling is the core business and main source of revenue, typically about 70% of total income, with leagues & tournaments and open play contributing equally.

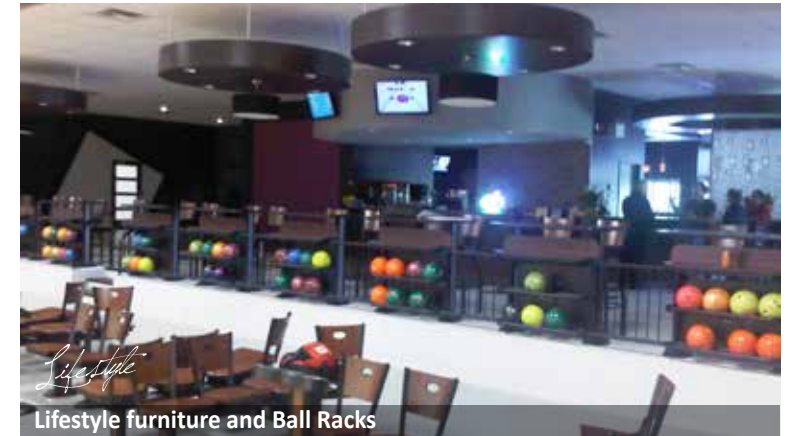
Because bowling is so prominent, most offer only a limited number of other attractions, such as billiards and video games. And it's for this reason that restaurants, if present, get a smaller share of the limelight. Pro shops are usually present in type of center.



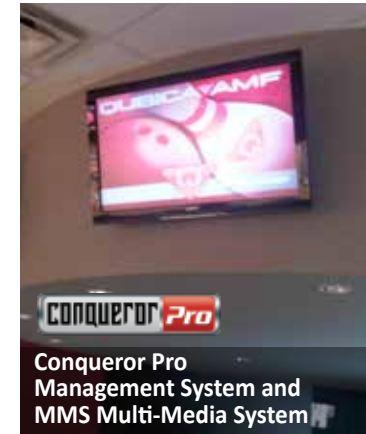
La Quilles D'or
Tracadie-Sheila, Canada
12 lanes



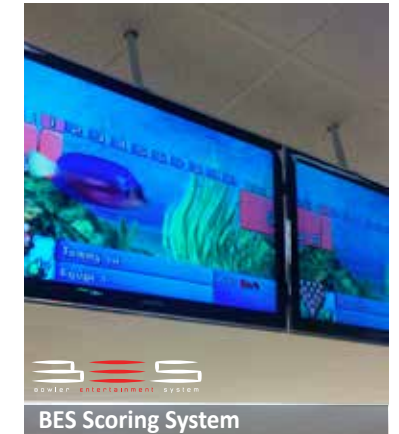
XLI EDGE Pinspotter



Lifestyle furniture and Ball Racks



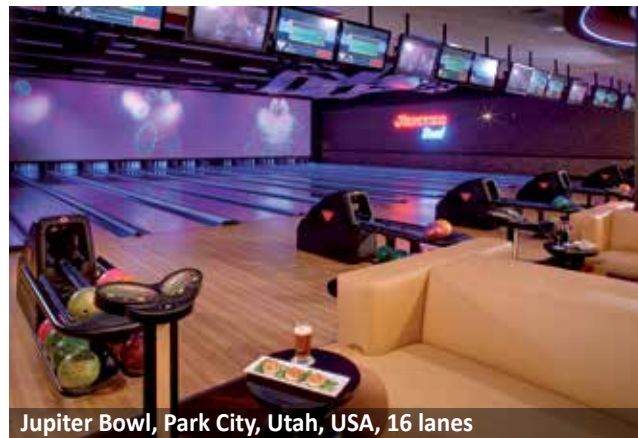
Conqueror Pro
Management System and
MMS Multi-Media System



BES Scoring System



Black Style Finishing Options Ball Return



Jupiter Bowl, Park City, Utah, USA, 16 lanes



MSC, La Splendida, Highway66



MSC, Magnifica, Highway66



The Metrodome Leisure Complex, Barnsley, UK, 8 lanes



celebrity lanes, Avalanche



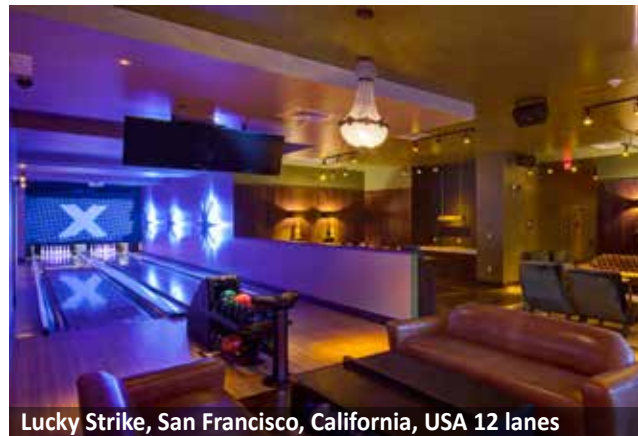
Celebrity Lanes, Denver, Colorado, USA, 40 lanes



IPic Bayshore, Bayshore, WI, USA, 11 lanes



NI-BOX, Monaco, Principality of Monaco, 8 lanes



Lucky Strike, San Francisco, California, USA 12 lanes



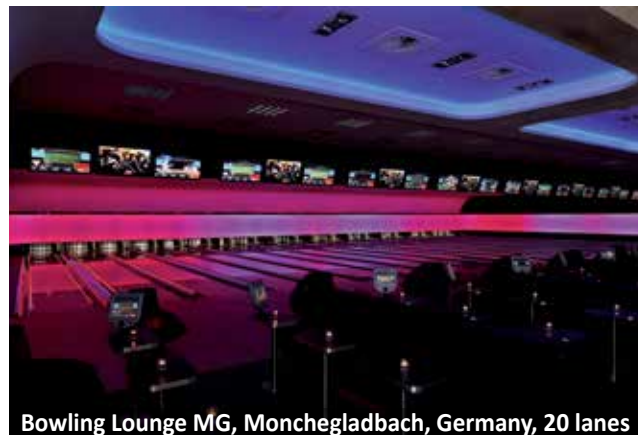
Atoll Bowling, Rotterdam, The Netherlands, 12 lanes



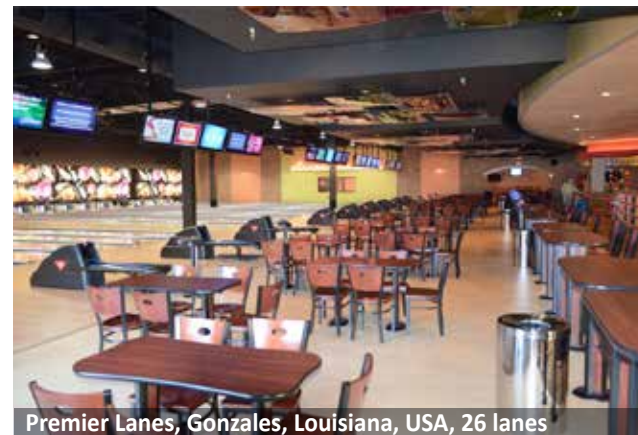
Bluefusion Entertainment, Marion, OH, USA, 22 Lanes



Absolutely Ten Pin, Slough, UK, 18 lanes



Bowling Lounge MG, Monchengladbach, Germany, 20 lanes



Premier Lanes, Gonzales, Louisiana, USA, 26 lanes



Cinebistro Lanes, Hampton, VA, USA, 10 lanes



VOX Bowling, Osnabruck, Germany, 12 lanes

New center locations all around the world



QUBICA  AMF

**Bowling.
Your investment.
Our passion.**

QUBICA  AMF



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