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For Immediate Release:

Amusement Entertainment Management (AEM) Completes Seven New Projects in Twelve Months

East Brunswick, NJ –From the development of a 73,000 sq. ft. Boutique Bowling/Luxury Movie Theater to an 11,000 sq. ft. FEC addition at an RV Campground, Amusement Entertainment Management (AEM) has been busy this past year assisting new entertainment centers and existing locations to open their doors or bring their projects to successful completion.

In a time when lending institutions are more likely to turn away funding requests, AEM consultants, Jerry Merola and Frank Seninsky have been assisting clients through the process of full market feasibility studies and business plan development that has directly resulted in the necessary financial support needed to get these projects off the ground. In addition to feasibility studies and business plans, AEM's project development includes layout and design services for existing game zones to entire entertainment centers - from ground breaking to grand opening.

Paul Glantz, of Emagine Entertainment, remarked, "To take on a new business venture like this, you need someone on your team with intense knowledge of the industry. The experience and expertise AEM brought to the table was invaluable. This was critical when trying to obtain financing at a time when banks were not inclined to extend credit." Emagine Star Lanes (www.star-lanes.com) is a 73,000 sq. ft., \$19 million entertainment venue in Royal Oak, Michigan, that offers boutique bowling, pool tables, shuffleboard, a luxury 10-screen digital movie theater, restaurants and two custom themed bars. AEM was hired to provide a full market feasibility study and also suggest design elements for the center that would enhance the overall economics of the business.

Bob-O's Family Fun Center in El Paso, Texas, (www.bobosfun.com) partnered with AEM to provide a partial redesign of their 2,400 sq. ft. game zone, which included the removal of existing walls for better flow, mapping out electrical needs and the picking and placement of games. "Game revenues have almost doubled since making the changes that AEM suggested," exclaimed owner/operator Bobby Walker. "Prior to working with AEM, we revenue-shared games with a local operator. Unfortunately he could not afford to keep new or quality games in our location. Now we own 40 games and are keeping 100% of the profit."

The most recent AEM project, The WOW Factory in Coconut Creek, Florida (www.wowfactoryfun.com) opened on June 7, 2012. This 22,000 sq. ft. entertainment complex houses the largest Ropes Course and Ballocity in southern Florida, a laser tag arena, a Lazer Frenzy maze, climbing walls, a game zone, party rooms, café and sweet shop. AEM provided full scope feasibility services, including site selection. In addition, AEM was retained to provide full development services, including lease negotiation, procurement of financing, attraction and vendor selection, navigation through city planning, development of the human resource plan, and operational strategies.

To find out more about recent project completions, contact Jerry Merola at 732-254-3773 or email Profitwizz@aol.com or contact Frank Seninsky at 732-616-5345 or email Fseninsky@aol.com. You can also read more about AEM's recent projects by downloading a copy of AEM/ALPHA NEWS June 2012 by clicking on the link at www.AEMLLC.com.

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Amusement Entertainment Management (AEM) offers a full range of consulting services, including early-stage feasibility analysis, business plan development, funding assistance, and conceptual design and layout services. We assist our clients with the design and development of new-age bowling venues, family entertainment centers, waterparks and amusement parks on a worldwide basis. AEM provides expert advice for family entertainment center site and attraction selection, financial modeling, business plan creation, operational programming, as well as “hands on” attention to employee training and technical support. For more information, contact us today at 800-253-4045 or visit our website at www.AEMLLC.com.