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For Immediate Release:

Entertainment Industry Experts Bring Over 150 Years of Combined Experience to Foundations Entertainment University

Enrollment Under Way for Class #26 Coming to Chicago, July 17-19, 2012

East Brunswick, NJ – *Foundations Entertainment University*, now in its ninth year, is a comprehensive, 2 ½ day educational workshop covering all aspects of market & financial feasibility, planning, design, financing, development, marketing and managing a location-based entertainment business for long term success. The class provides a complete blueprint for anyone developing and opening a new center or significantly expanding or renovating an existing location-based entertainment facility. Attendees will tap into over 150 years of combined experience and expertise from the industry's top consultants and operators, to eliminate the learning curve and avoid the mistakes of less fortunate past companies who are struggling to survive or have closed. You'll also have a lot of fun, including a behind the scenes tour and chance to try out the fun at an area family entertainment center.

Past class attendee, Tim Armstrong of The Bear's Fun Factory, noted, "The Seminar paid for itself within the first three hours! The wealth of knowledge and wisdom shared was priceless. These industry leaders are top notch professionals who not only added to my knowledge base but rekindled my fire." – Puyallup, WA

Top industry consultants, Randy White, CEO of White Hutchinson Leisure & Learning; Frank Seninsky, President/CEO of Alpha-Omega Amusements and Partner of Amusement Entertainment Management (AEM); Alan Fluke, President of AEA Consulting Group; Jerry Merola, CFO of Alpha-Omega Amusements and Managing Partner of Amusement Entertainment Management (AEM); and Peter F. Olesen, P.E., President of Entertainment Concepts, Inc., cover over 16 hours of instruction.

Foundations Workshop Tuition Fee of \$489 includes:

- ✓ 2.5 full days of classroom instruction
- ✓ Lunch and dinner Tuesday and Wednesday (our special hotel rate includes breakfast coupon)
- ✓ Tuesday late evening/night tour of Enchanted Castle and either Lucky Strike Lanes or Sugar Grove Family Fun Center
- ✓ Comprehensive manuscript book and CD
- ✓ Informal one-on-one consultations with instructors
- ✓ Two or more people from same company, first per person at regular rate; 50% discount for each additional person.

Joining the Foundations class again is long time industry expert on the business of birthday parties, Frank Price. Frank is the president of F.L. Price and Associates and the founder of Birthday University (BU). Frank provides a ½ day program, *Remarkable Parties & Group Events – Past, Present and Future*, as a follow up to the Foundations program for an additional fee of only \$59. **Attend both programs for a total price of \$499 (a \$40 savings).**

Foundations Entertainment University & Remarkable Parties & Groups will be held July 17-19, 2012 at **Holiday Inn Elk Grove Village Hotel**, (NW Chicago suburbs near Chicago O’Hare Airport), 1000 Busse Road, Elk Grove Village, IL.

For more information and to register, visit www.foundationsuniversity.com. Our final class for 2012 will be held September 18-20 in Kansas City, MO.