

Welcome to
AEM / ALPHA NEWS

**Amusement
Entertainment
Management, LLC**

provides the most complete line of consulting services aimed directly at the development of bowling hybrid centers, family entertainment venues, amusement parks, waterpark complexes, hotels, resorts and casino properties.

Our firm has assisted in the development of more than 250 award winning and successful entertainment centers throughout the world.

www.AEMLLC.com
Ph: 732-254-3773

Alpha-Omega Sales (AOS) is an independent distributor offering the highest quality and greatest selection of new and fully reconditioned coin-operated video and amusement games including redemption and merchandising games.

Since 1981, AOS has been known as the premier game reconditioning facility, because of the time, effort, and parts put into each game.

Frank Seninsky
President/CEO



this issue

Emagine Entertainment/Star Lanes P.1

Bob-O's Family Fun Center P.2

Laser Tag & Games is Back P.3

Calendar of Events P.4

Emagine Entertainment Combines Boutique Bowling with Luxury Theater

Star Lanes at Emagine Royal Oak has earned the distinction of the newest hot spot in downtown Royal Oak, MI. Opened in March 2011, this 73,000 sq. ft., \$19 million entertainment venue offers boutique bowling, pool tables, shuffleboard, a luxury 10-screen digital movie theater, restaurants and two custom-themed bars. Star Lanes consists of 12 bowling lanes on the first floor as well as an expansive showcase bar and full service kitchen.

The **High Roller Room**, located on the mezzanine level, contains a 4-lane private bowling lounge that can be reserved for private parties and corporate events. The mezzanine also includes the **Skybox Lounge**, a multi-purpose room for children's parties, banquets, and more.

Emagine Entertainment owns and operates a total of seven theater complexes with a combined total of over 15,000 seats. When owner Paul Glantz first entertained the idea in January 2009 to open his seventh location in Royal Oak, he hadn't anticipated that the characteristics of the land he was acquiring led to constraints on parking, which meant the theater would be restricted to only 1,700 seats. He needed a complimentary form of entertainment to complete the center.

Paul found **Amusement Entertainment Management (AEM)** via the internet and initiated the two-and-a-half year project with the assistance of AEM managing partner, Jerry Merola. Jerry orchestrated the development of a full market feasibility study and suggested design elements for the center that would enhance the overall economics of the business.

Star Lanes is a 'boutique bowling' concept that is more for a club atmosphere than for bowling leagues," Paul explained. "Jerry identified the opportunity to include boutique bowling in the project. The entire project was predicated upon Jerry's knowledge and expertise. He is the consummate professional and one of the finest individuals I had the privilege of working with in my life."



AEM's Jerry Merola (6th from Left) joins Paul Glantz, city officials and project professionals at the Ground Breaking Ceremony on August 23, 2010.

continued on page 2

Principles for Success

RENT or BUILD?

What's the Better Investment?

In many ways, owning the underlying real estate below your business can be both satisfying and economically effective, but new wrinkles in our national economy have put the own-and-build philosophy to the real test.

In a perfect world, the real estate decision would be an easy one to make. In the real world however, there are an incredible number of factors that impact the best course of action. Physical location, availability, funds access, and risk acceptance all play a role in the final selection process. Patience is often a virtue in this case, as the right opportunity rarely presents itself from the get-go. A fair amount of research and a healthy dose of professional help often set the stage for a well-conceived solution.

Read the full article in PlayMeter June 2012

Jerry Merola
Managing Partner/CFO

EMAGINE ...continued



Paul believes that you should pay just as much to have someone tell you that you should not invest in a project as you would to have them reinforce what you would like to hear. If they didn't have the right formula to make this project work, then it would be pointless to invest millions of dollars to risk failure later.

"We live in a world of speculation," Paul said. "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 and Jerry's presentation skills were impeccable. This was critical

when trying to obtain financing at a time when banks were not inclined to extend credit."

By combining private investor equity alongside an SBA-backed \$2.9 million debenture, Paul was able to bring over 50% of the financing to the table and structure a loan in the fashion the lenders were comfortable with.

After spending two years obtaining the necessary approvals for the right to develop the property, Emagine was finally able to break ground in August of 2010 and start the construction phase of the project.

Now with a year under their belts, Paul feels they are well on their way to meeting their full projections. In fact, he was thrilled to find out that their center had already been nominated for the 2012 Excellence in Family Entertainment Centers Award for Best Bowling FEC and won the position of first runner up; a notable honor considering they are still in growth mode.

Star Lanes is definitely not your traditional bowling center. Guests stay for an hour or two, experience an exciting and unique environment, enjoy some light food and beverages while bowling, and can still take in a movie if they choose. It's a shining example of where the future of family entertainment is heading.

Bob-O's Family Fun Center, El Paso, TX Reduces Number of Games - Increases Revenue

Bob-O's Family Fun Center is an indoor/outdoor entertainment complex in El Paso, TX that offers Laser Odyssey, Go-Karts, 18 Hole Miniature Golf Course, Miniature Go-Karts, Bumper Boats, Miniature Train, Batting Cages and full service arcade. AEM provided a partial redesign of the 2,400 sq. ft. game area so customers could easily flow in and around the games from six different entry/exit areas. It was recommended the client remove 42-feet of walls and 98-feet of display shelving around the perimeter walls to give the game zone a comfortable feeling. Frank Seninsky mapped out the electrical needs and the Alpha-Omega Sales (AOS) team provided technical training and placement of the games.

"Games revenues have almost doubled since making the changes AEM and AOS suggested," exclaimed owner/operator Bobby Walker. Joseph Camarota and his team did a fantastic job with set-up and continue to work with us to analyze weekly ticket payouts, making sure they are not too high or too low, as well as providing unlimited service and support whenever we need it. Prior to working with AEM and AOS, we revenue-shared 48 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. I can't say enough about Frank, Joseph and the AOS sales/service team."



AEM / Alpha-Omega Sales Project Openings and Recent Completions

Emagine Star Lanes, Royal Oak, MI

Project Complete: May 2011
73,000 sq. ft. Bowling Boutique and Movie Theater

Colonial Lanes, Lawrenceville, NJ

Project Complete: February 2012
Bowling FEC - 38,000 sq. ft. Renovation/FEC Addition

Funhaven, Ottawa, Canada

Project Complete: December 2011
33,500 FEC with Laser Tag, Ballocity, Lazer Frenzy, Mini-Bowling, Game Zone and More

Rustic Creek Ranch, Burleson, TX

Project Complete: May 2012
RV Campground with a WaterPlayPark and an 11,100 sq. ft. FEC Addition

Bob-O's Family Fun Center, El Paso, TX

Project Complete: February 2012
Indoor/Outdoor FEC and Laser Tag. 2,400 sq. ft. Game Zone Renovation

Laser Tag & Games, Baton Rouge, LA

Project Complete: April 2012
17,000 sq. ft. Laser Tag FEC - 2,200 sq. ft. Game Zone Renovation

The Wow Factory, Coconut Creek, FL

Project Complete: June 2012
22,000 sq. ft. FEC with Laser Tag, Ballocity, Lazer Frenzy, Game Zone, Ropes Course, Climbing Walls, Cafe and Sweet Shop



Excellence in Family Entertainment Center Awards

AEM Client Winners

Best Roller Skating FEC

Scottie's Fun Spot
Quincy, IL

Best Laser Tag FEC

Laser Tag & Games
Metairie, LA

1st Runners Up

Best Bowling Anchored FEC
Emagine Star Lanes
Royal Oak, MI

Best FEC Indoor Fun Spot
Grand Country Square
Branson, MO

Best Game Zone
The Clubhouse
Statesboro, GA

Best Facility Maintenance
Sahara Sam's Oasis
West Berlin, NJ

Congratulations to all the AEM winning clients!

Laser Tag & Games is Back in New Orleans

Laser Tag & Games (Metairie, LA) is a 28,000 sq. ft. entertainment center that houses a two-level, 6,000 sq. ft. (1,500 sq. ft. 2nd level) laser tag arena featuring a 50-player **Laserforce Gen 6 Super Nova** system in a unique custom built field that showcases an original Photon Laser Tag arena, one of only a few remaining in the world.

Davor Franicevich purchased Laser Tag & Games Metairie in 1996, which is located in a suburb of New Orleans. In August 2005, after an impressive and successful ten years in business, the doors were closed due to extensive damage caused by Hurricane Katrina.

Five years later, with the assistance of AEM and Alpha-Omega Sales, Laser Tag & Games Metairie reopened its doors and now includes a 3,000 sq. ft. game zone, Roller Ball Mini-Bowling, Spin Zone Bumper Cars, and a Lazer Frenzy Laser Maze.

"Frank Seninsky (AEM President) provided the layout and design for the facility," reported Davor. "The game positioning was very important because we have games in two different locations - at the front entrance and at the rear entrance. During the design phase, it was imperative that we had Frank's experience to provide direction on the electrical and technical needs before the games were even brought in and set up."

Alpha-Omega Sales provided the 51 redemption and video games. The Alpha crew spent a week at the site setting up the games and making sure



LASER TAG & GAMES

they were working properly. They stayed on through the opening weekend and continue to provide support, which includes shipping parts when needed and addressing any questions or issues that may arise within the game zone. "I knew Frank's expertise was first-class, but I quickly came to realize the secret to his success is his Alpha support staff," acknowledges Davor. "Whenever we call for information, parts or service, the staff makes us southern boys feel right at home."

"It was awesome working with Davor and Ricky," Frank shared. "With 51 games grossing well over \$300/week average for the past 16 months, added to the fact that they are some of the best laser tag operators in the world, it was no surprise that LT&G has been voted the Best Laser Tag/FEC in North America."



FOUNDATIONS ENTERTAINMENT UNIVERSITY

FOUNDATIONS is a 3-day comprehensive educational workshop and seminar covering all aspects of market & financial feasibility, planning, designing, developing, opening and managing a location-based entertainment business and FEC for long term success.

This is our 9th year of operation.

Chicago, IL
July 17 - 19

Kansas City, MO
September 18 - 20

FoundationsUniversity.com

Upcoming 2012 Events AEM Will Be Attending/Presenting/Exhibiting

- INTERNATIONAL BOWL EXPO 2012
June 24 - June 29, 2012
Reno Sparks Convention Center
Reno, NV U.S.A.
- FOUNDATIONS ENTERTAINMENT UNIVERSITY
Frank Seninsky and Jerry Merola - Presenters
July 17 - 19, 2012
Holiday Inn Elk Grove Village
Chicago, IL U.S.A.
- CRT/LCD Video, Redemption and Crane Game Repair
Frank Seninsky - Presenter
August 6 - 10, 2012
Wyndham Garden Hotel Newark Airport
Newark, NJ U.S.A.
- FOUNDATIONS ENTERTAINMENT UNIVERSITY
Frank Seninsky and Jerry Merola - Presenters
September 18 - 20, 2012
Kansas City, MO U.S.A.
- IAAPA ATTRACTIONS EXPO 2012
Jerry Merola - Presenter
November 12 - 16, 2012
Orange County Convention Center
Orlando, FL, U.S.A.



ALPHA-OMEGA AMUSEMENTS & SALES

**THE WORLD LEADER IN
GAME SALES AND RECONDITIONING**

WWW.ALPHAOMEGASALES.COM



CRT/LCD VIDEO, REDEMPTION & CRANE GAME REPAIR

**August 6 - 10, 2012
New Jersey**

**Randy Fromm
Frank Seninsky**

For the Full Brochure, visit www.AEMLLC.com
or call Tracy Sarris (717) 533-1945

ATTENTION ROUTE OPERATORS, FEC, BOWLING and AMUSEMENT ENTERTAINMENT INDUSTRY GAME TECHNICIANS

This is a "fast-track" class for game technicians who want to learn the quick and easy way to fix monitors and power supplies without having to learn a lot of electronic theory or mathematics. Discover standard tools and parts needed for efficient service, the most common video, redemption and crane problems and what tools you need fix them.

EARLY BIRD SPECIAL
SAVE \$100 if you register by 07/06/12

Questions? Email FSeninsky@aol.com
or Call (732) 616-5345