

March 4, 2013

**BRUNSWICK™**

# **Brunswick Corporation : Acclaimed Houston-Area Family Fun Center Breaks Into Bowling**

Muskegon, Mich., March 4, 2013 - The popular iT'Z Family Food & Fun that opened in Willowbrook, Texas, in 2007 has long known a thing or two about how to show Houstonians a good time. This business even won the coveted Top Family Entertainment Center in the World award from the International Attractions and Amusement Park Association (IAAPA) in 2009. But the owners are hardly content to rest on their laurels. Proof of that can be seen in the recent addition of 12 deluxe bowling lanes to this already delightful destination.

"Our mission is to create a fun experience for families, and bowling is a perfect activity for family members of all ages to enjoy," said iT'Z Director of Marketing Cathy Atkinson. "We purchased the top-of-the-line bowling package from Brunswick - and also received training support for our staff." That equipment package includes ultra high-performance GS-X(TM) pinsetters, the latest Vector(®) Plus automatic scoring and management system that does more than ever to entertain bowlers and help proprietors better manage their centers. "We were drawn to Brunswick because of its reputation as the clear leader in the industry," Atkinson added.

iT'Z Willowbrook offers a wide range of other attractions to boot. Thousands of visitors per week flock to the center's electric bumper cars, 20-foot rock climbing wall, Disk'O Coaster ride, Monkey Jump ride and, of course, their giant arcade with over 150 interactive video and redemption games.

The chain - which has five centers - has flourished on the strength of its distinct business model. Every iT'Z guest buys an unlimited pass to the varied food buffet that is constantly being restocked with delicious pizza, pastas, salads, and baked potato fixings. Guests can enjoy most of the attractions by purchasing food and fun packages that include the buffet, drink refills, plus points on a Fun Card redeemable for rides and arcade game action. Similarly, iT'Z charges by the hour to play on its new bowling lanes, as opposed to by the game. "No one in our area comes close to providing the same value as iT'Z," said Atkinson.

## About Brunswick Bowling & Billiards

Headquartered in Lake Forest, Ill., Brunswick Corporation has been a leader in the recreation business for more than 160 years. Founded in 1845 to make billiards tables, Brunswick Corporation is the leader in bringing Genuine Ingenuity(TM) to everything it makes. Brunswick Bowling & Billiards, one of the largest operators of full-service bowling and family recreation centers in North America, is a full-line supplier of bowling equipment, supplies and consumer products, and designs billiards tables and accessories. For more information, visit our Web site at [www.brunswickbowling.com](http://www.brunswickbowling.com).

## About iT'Z Family Food & Fun

iT'Z is where families come to eat and play. iT'Z offers guests a large buffet with a variety of options including pizza, pasta, soup, salad and dessert. iT'Z

provides high-quality food, themed dining rooms, video games, amusement rides and attractions. An ideal place to host birthday parties, sports banquets, group events and award ceremonies, iT'Z also offers private meeting space for corporate outings. For more information visit [www.itzusa.com](http://www.itzusa.com).

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