

March 4, 2013

**BRUNSWICK™**

## **Brunswick Corporation : Mid-Cities Fun Center Adds Bowling to iT'Z Lineup**

Muskegon, Mich., March 4, 2013 - Since opening its doors in spring 2011, iT'Z Family Food & Fun in Euless, Texas, has been a popular place for folks to spend a few fun hours playing video games or laser tag, challenging the indoor rock-climbing wall and chowing down on signature all-you-can-eat buffet. And now that iT'Z has added 12 lanes of regulation bowling to its repertoire, the parking lot is more crowded than ever.

iT'Z recently made the same move at their Willowbrook location, which also previously lacked bowling lanes. "Our mission is to create a fun experience for families," said Cathy Atkinson, iT'Z director of marketing. "Bowling is a perfect activity for family members of all ages to enjoy."

iT'Z opened in Euless when it acquired the former Incredible Pizza location. This 60,000-square-foot center also features bumper cars, a 20-foot tall rock climbing wall, a two-story laser tag arena, and a sprawling arcade with over 150 video and redemption games.

"We purchased the top-of-the-line bowling package from Brunswick - and also received training support for our staff," explained Mark Moore, iT'Z president and CEO. "We were drawn to Brunswick because of its overall reputation as the clear leader in the industry and specifically for the reliability of its GS-X(TM) pinsetters," Moore added. In addition to the lanes and pinsetters, iT'Z bought the rest of their new bowling equipment from Brunswick as well: everything from the newest version of the Vector(®) Plus scoring and management computer network, right down to house balls and pins.

iT'Z has clearly been on quite a roll recently. The company has quickly expanded to a total of five locations. They also have made major upgrades to their existing centers, including adding regulation bowling lanes and full-service bars. And iT'Z is on the lookout for the right markets to conquer next. "We're excited about expanding our brand," said Moore. "These acquisitions and planned future growth will provide great opportunities for our team members."

### 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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| Contact: | Jennifer Waldo |
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|          | Brunswick Bowling & Billiards |
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| Phone:   | 231.725.3234 |
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| Email:   | Jennifer.Waldo@brunbowl.com |
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