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### **Uptown Alley Expanding to China**

MIDLOTHIAN, Va., May 11, 2016 – Uptown Alley announced today the expansion of its nationally acclaimed entertainment and dining venue to Changzhou, China, which will open in late summer this year at the Global Harbor Mall. Changzhou, located in the Jiangsu Province approximately 110 miles from Shanghai, has a population of over 4.6 million residents.

Uptown Alley will be partnering with Jiangsu Jingnan Global Harbor Mall Co., Ltd, in Changzhou, China, to aggressively expand the brand, with the Changzhou venue being the first of fifteen to be opened in China over the next five years. In addition, Uptown Alley has forged a strategic partnership with Brunswick Bowling to provide the state of the art bowling GSX Pinsetters, Ultimate Lanescape Lanes, their latest SYNC scoring system and equipment for all of the Uptown Alley expansion in China.

“We are very excited to be expanding our entertainment experience to this marvelous country,” said Steve Uphoff, founder and owner of Uptown Alley/Uphoff Ventures. “Over the past three years, we have been working tirelessly to find a partner and are very pleased with our partnership with Mr. Ding Zouhong – President and Mr. Ding Zoulong – Executive Board member of Jiangsu Jingnan Global Harbor Mall Co., Ltd., who bring a wealth of knowledge, experience and resources to this venture.”

"Uptown Alley has brought world-class bowling to Surprise, Arizona, as well as their flagship location in Midlothian, Virginia," said Brent Perrier, CEO of Brunswick Bowling Products. "Brunswick is proud to have provided the bowling equipment for both of these showcase centers and we are excited to continue to partner with Uptown Alley as they expand their brand to China."

The 63,000 square foot Changzhou Uptown Alley venue will house the largest number of bowling lanes in China, with 37 lanes. In addition, like its US counterparts in Richmond, Virginia, and Surprise, Arizona, the venue will have fun, entertainment, drinks and delicious cuisine for guests of all ages, including, in this venue, a VIP experience, large arcade game area, two dining areas, three bars, over 100 HD video monitors, a secured kids play area, six private event spaces and specially themed Hollywood and New York bowling lanes. The restaurant will feature of an array of local Chinese items and Americana favorites, including the world famous hand made fresh Big Uppy Burger.

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**About Uptown Alley:**

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*Uptown Alley* is owned and operated by Uptown Ventures, LLC and Trifecta Management Group (TMG). The two companies have formed a strategic alliance to acquire, develop and operate properties, providing communities with first-class, leading-edge entertainment venues.

The partnership operates and is expanding the *Uptown Alley* brand nationwide, starting with a venue in Surprise, Arizona which opened in April 2012 and then in Richmond, Virginia, which opened in November 2012. Both venues have received numerous awards including the Richmond venue which most recently received the 2016 Honor Award for Excellence in Architecture from the American Institute of Architects Richmond (AIA). Uptown Alley is co-owned by Linda Uphoff, Mr. Uphoff's business partner and wife of 40 years; his daughter Cassandra Moore and son-in-law Steven Moore, partners at Uptown Alley. Visit [www.uptownalley.com](http://www.uptownalley.com).

**About Global Harbor Mall:**

In May, the 880,000 square meter leisure-driven shopping experience will be fully open with over 1,000 retail and leisure vendors operating in what will be China's largest mall South of Yangtzi River opening in 2016. It will also include two new tower buildings that will contain offices, residential apartments and a hotel. The complex also contains an iMax cinema, a SEGA land leisure center, an outlet and a Sam's Club and a wide assortment of food and beverage offerings. The site for this project is superbly located directly on the main highway with its links to the city center, Shanghai which is to the West, and Nanjing. The existing shopping center on the site will be extended to provide over 500,000 square meters of new development. In addition, a variety of towers are proposed, containing offices, a hotel and residential homes. It is the sister development to the multi-award winning Global Harbor Shanghai scheme which recently won the prestigious 'Best retail architecture in the world' award at the 2014/15 International Property Awards. Visit <http://www.chapmantaylor.com/en/projects/detail/global-harbor-changzhou/en/>

**About Brunswick Bowling:**

Brunswick Bowling is the recognized leader in the bowling industry, manufacturing world class bowling balls, bowling shoes, bowling equipment, and bowling lanes. Of all the great names associated with bowling and the billion-dollar industry that it makes possible, none is more important than Brunswick. Without Brunswick's stalwart support and stable influence over the past 100 years, bowling could simply not have attained the level of popularity and profitability it enjoys today. Over the last several decades, the company's preeminent position in bowling has been evident time and time again. Brunswick has continued to introduce truly game changing new products, including the first automatic scorers. It championed the rise of bowling around the world, opening scores of American-style bowling centers as far away as Japan, the Netherlands, Brazil and Australia. In the U.S., Brunswick has been busy reinventing the bowling industry once again by leading the charge with innovative business models that are now sweeping America.