

FOR IMMEDIATE RELEASE - TRADE

**HOLLYWOOD BOWL GROUP KICKS OFF 2018 INVESTMENT PROGRAMME
WITH £400,000 REBRAND OF BOWLPLEX IN BIRMINGHAM**

Hollywood Bowl Group, one of the UK's leading leisure operators has launched its 2018 investment programme with the £400,000 rebrand and refurbishment of the former Bowlplex in Ladywood, Birmingham.

The refurbishment is part of Hollywood Bowl Group's extensive investment programme, which sees it continue to innovate the bowling industry. It marks the Group's 7th refurbishment in the last 6 months.

The 20 lane centre in Ladywood has been fully re-designed and now features plush new furnishings, contemporary American décor and upgraded music and lighting technology.

With a brand-new Hollywood Diner, the company is placing extra focus on its food and drink offering. Gourmet burgers, hotdogs, freshly made shakes served in retro milk bottles and signature desserts now feature on the newly-developed menu, as well as speciality house cocktails served from a new American-style bar.

In addition, the centre's amusement area has received an upgrade and now boasts industry-leading games such as Jurassic Park and MOTO GP Bikes and retro games like Crossy Road, Pacman and Space Invaders.

Steve Burns, CEO, Hollywood Bowl Group said: "The refurbishment and rebranding of our centre in Ladywood starts what will be another exciting year for the group, during which we'll continue to look for new locations, open new centres and invest in our current estate.

"Our ongoing investment programme has completely revolutionised bowling, offering customers a fully immersive entertainment experience in a premium environment. Not only are our centres giving customers a destination to celebrate the weekend, quality time with family, good times with friends, birthdays, and work socials, they're also driving huge footfall into leisure parks and shopping centres, benefiting our neighbours too."

– ENDS –

For more information, or for media enquiries, please contact:

Georgia Andrewes at Richmond & Towers on 020 3179 0720 / georgia@rtc.london

Notes to Editors

About Hollywood Bowl

Hollywood Bowl is part of Hollywood Bowl Group, the UK's leading ten-pin bowling business with 58 centres operating under the Hollywood Bowl, AMF Bowling and Bowlplex brands.

Specialising in modern, high quality bowling centres, Hollywood Bowl has built a reputation for delivering outstanding family entertainment in venues that, due to their unique nature, are also aspirational leisure destinations for young adults and perfect for corporate parties and events.

Hollywood Bowl has modernised the customer bowling experience. The new generation family entertainment centres now offer state-of-the-art booking systems, premium American diners, licensed bars, Costa Coffee outlets and exclusive pre-bookable VIP lanes.

The company employs 2,000 team members, 100 of whom are based at its central support centre in Hemel Hempstead.