



The Original Bowling Company Sings Along to the Music with Karaoke Booths from PlayNetwork

Maidstone, Kent, UK and Redmond, WA – May 20, 2011 – [The Original Bowling Company](#), the largest tenpin bowling operator in the UK, has selected [PlayNetwork](#), producers of unrivaled media experiences for the world's top brands, to trial customized karaoke booths across several sites over the next 12 months to enhance the customer experience and boost revenue for the company. The karaoke booths will enable The Original Bowling Company to offer more fun for families as well as private parties.

Mark Root, commercial director at The Original Bowling Company said, "We have been working with PlayNetwork for several years now. In the bowling industry the most valuable areas of our business are the bar, dining and amusement area. We are always looking at ways to enhance the customer experience to make it a fun day out for all the family and encourage them to visit again."

Root continued, "Karaoke is fun for all ages, and we realized we should look to introduce this to our business. We approached PlayNetwork and they showed us what options were available and worked closely with us to ensure we got the best solution for our business. Between the two companies we developed 'My Tune Studio.' The booth is a fantastic design based on the back seat of a limousine with leather seats, mirrored walls and LED lighting to fit in with the music. There is also a call button inside you can press to get a member of the team's attention to come and take a drink order. You have a vast selection of 10,000 songs to choose from as well as props including wigs, glasses and pom-poms to complete the experience."

With the recently installed karaoke booth at its site in Crawley, the feedback so far has been very positive. "The idea is to provide a fun and entertaining experience that will provide a great night out but also appeal to children for parties as well," added Root. "People like the booth so much that they have said they plan to return with their friends."

The Original Bowling Company has been a customer of PlayNetwork for over eight years. As well as introducing the karaoke booth, PlayNetwork manages all the music and lighting streamed into the bowling alleys.

Created to drive late night foot traffic, PlayNetwork created an 'Xtreme' lighting solution for the business. UV lights were installed over each bowling lane, which are switched on after 8:00 p.m. each night to create a glow-in-the-dark bowling effect. In addition to the lights, the music is changed to more upbeat sounds and the volume is turned up. The lighting is timed with the music beats, providing a nightclub feel.

Root added, "Traditionally bowling centers are for families that visit during the day. We wanted to broaden our evening audience and since we recently introduced the Xtreme lighting at our Hollywood Bowl site in Stevenage, we have seen an increase in turnover which is fantastic."

Dharmendra Patel, managing director EMEA at PlayNetwork, said, "Like our other customers, The Original Bowling Company recognizes that there is money to be made by using media and entertainment more strategically to attract customers."

About PlayNetwork

PlayNetwork produces unrivaled media experiences for brands worldwide. PlayNetwork programs include music, messaging, video, web radio, artist promotions and events, A/V systems, advertising networks, and commercial XM satellite radio. PlayNetwork aims to deliver experiences with the truest level of customization and integration across every touch point – in-store, online and on-device. Founded in 1996, PlayNetwork is currently playing for over 75,000 media subscribers in 70 countries, reaching over 23 million people every day. For more information, visit www.playnetwork.com or www.xm4biz.com

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About The Original Bowling Company

The Original Bowling Company was formed in 2010 when AMF Bowling acquired Hollywood Bowl to form the UK's largest tenpin bowling operator.

AMF Bowling originated in America in 1900 and came to prominence in the US launching the first automated pinspotter machine and revolutionising the world of bowling.

In the 1960s Tenpin Bowling came to the UK with over 160 centres at the end of the decade. Goldman Sachs and Co, an investment Bank, purchased AMF Bowling worldwide in 1996. Throughout 1997 the number of centres owned and operated by AMF Bowling in the UK rose from 15 to 22.

In 2004, AMF Worldwide elected to sell the UK branch of the business and the company was acquired by certain shareholders of Bourne Leisure, one of the UK's largest leisure groups.

Since 2005 AMF Bowling embarked on a program of refurbishment. In May 2006 AMF Wellingborough received the Tenpin Bowling Proprietors Association award for the Best modernised/refurbished centre of the year 2005.

The Original Bowling Company now operates 42 Centres under the AMF Bowling and Hollywood Bowl brands. As the largest operator of Tenpin Bowling centres in the UK it continues to lead the way with fully automated bumpers, Xtreme Bowling, fantastic new Diner menus and an all round entertainment experience.