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LUCKY STRIKE LANES & LOUNGE ROLLS INTO HOUSTON ON OCT. 9TH

HOUSTON, TX (Oct. 9, 2009) – With anticipation so heavy it can be cut with a knife, Lucky Strike Lanes & Lounge rolled into downtown Houston today, opening its doors to the public and marking the 19th venue for six-year-old Lucky Strike Entertainment, and the company’s first concept in Texas. A major success nationally, Lucky Strike expects to draw the who’s who of Houston’s corporate, social and philanthropic communities to its posh locale in downtown’s Houston Pavilions. Along with the House of Blues – also located in the Pavilions – Lucky Strike is slated to fundamentally alter the face of socializing and entertainment in downtown Houston.

Restaurant and entertainment entrepreneurs Steven and Gillian Foster, together with Kevin Troy, developed the Lucky Strike concept in 2003 with the intent of creating a boutique bowling concept with a hip, modern atmosphere, top notch service, and great food – a far cry from the antiquated bowling lanes that dot the American landscape.

“We are excited to open Lucky Strike in Houston, marking our first foray into Texas,” said Steven Foster, co-founder of Lucky Strike Entertainment. “With our great downtown location in Houston Pavilions, we feel that this venue is poised to take advantage of Houston’s fanatical sports and entertainment scene as well as cater to businesses and families, alike, through our vast meeting and special event space.”

The design for Lucky Strike is inspired by the legendary “Hollywood Star Lanes” – since demolished to make way for a school – the bowling lanes prominently featured in the Cohen Brother’s seminal 1998 cult masterpiece, *The Big Lebowski*. The Fosters purchased its vintage fixtures – including all of Lane 7 which serves as the bar at the flagship Hollywood location – and married them with technology and plush amenities to create “America’s first bowling lounge.” Since the 2003 opening of the Hollywood location, Lucky Strike has become a national phenomenon, drawing celebrities and professional athletes, hosting corporate functions, and making regular appearances on *E!*, *Entertainment Tonight*, *Access Hollywood*, *Extra* as well as *Entourage*, *90210* and feature films like *17 Again*.

In addition to the family friendly-yet-hip atmosphere by day, and sleek, clubby scene by night, Lucky Strike boasts an exclusive menu from celebrated Executive Corporate Chef Bill Starbuck. Chef Bill also serves as Vice President of “Along Came Mary,” the caterer of choice for many high profile events including the Emmy’s, Grammy’s, and a myriad of A-List Hollywood premiers. Highlights of the Lucky Strike menu include signature “MIDI BURGERS” – mid-sized burgers, not sliders. You can choose from classic cheddar bacon, blue cheese, turkey, tuna, sausage and buffalo chicken. If burgers don’t beg you to try Lucky Strike, try the lounge’s Tomato and Cheese S’mores, Tuna Lollipops or the ever-so-fabulous Mac-And-Cheese Bites, macaroni and cheese scooped up and fried until golden brown, then served with a savory warm tomato pizza sauce. If sweet is what

you crave, try the famous Cookie Shooters, homemade warm chocolate chip cookies served with “shooters” of milk or the Chocolate Insanity, which we can’t even describe on paper!

Houston’s 24,886 square foot Lucky Strike Lanes will feature 14 lanes including a Luxe premium suite complete with four private lanes and a separate bar perfect for exclusive parties and events. Houston is one of only four markets in the country to feature the posh private area. Five 10 x 10 video screens will span the ten standard lanes in addition to the plasma screens over the bar. Lane seating includes premium leather couches - gone are the traditional molded plastic chairs surrounding a scorer’s table. Lanes can be rented at either hourly or game-by-game rates.

Helming the new Lucky Strike Lounge & Lanes Houston as General Manager is Patrick Haas, an accomplished entertainment and hospitality veteran with more than 20 years of experience. Taking the reigns in the kitchen as Executive Chef is Chaunte Gooden, who hails from Lucky Strike’s Miami location, and has experience ranging from fine dining to fast casual to hotels and churches. Houston philanthropic and events veteran, Claudia Solis, will lead the sales strategy for filling Lucky Strike’s event spaces, both private and semi-private.

Lucky Strike Lounge & Lanes Houston offers the hippest meeting and event packages around. From team building and business networking events, to bachelor and bachelorette parties, to even Bar Mitzvahs and kids birthday parties, Lucky Strike has something for everyone. All events are customized to each planner’s finest details and feature Lucky Strike’s über-comfort food menu.

Lucky Strike Lounge & Lanes Houston is located at 1201 San Jacinto Street, Level 3 in downtown Houston. It is open from 11 a.m. – Midnight on Sunday through Thursday and 11 a.m. – 2 a.m. on Friday and Saturday. Happy hour runs from 3 p.m. to 7 p.m Monday through Friday. Lucky Strike also features a late happy hour from 10:00pm to closing Sunday through Thursday. Happy hour features \$5 Classic Cosmos and Lemon Tinis, \$4 house wine by the glass and \$3 Bud Light on draft and ½ off the lounge menu. The venue accepts VISA, MasterCard and American Express. More information can be found online at www.bowlluckystrike.com or by calling 713-343-3300.

ABOUT LUCKY STRIKE LANES AND LOUNGE

The first Lucky Strike Lanes and Lounge opened in the Heart of Hollywood, CA in May 2003. Founded by the Fosters and Kevin Troy, Lucky Strike is a hip, stylish entertainment venue featuring cutting edge A/V technology, plush amenities, top-notch service, and an extensive menu of comfort food favorites. There are 20 Lucky Strike Lanes and Lounge locations across the US and in Vaughan, Ontario, Canada.