



# Press Release

For Immediate Release  
Contact: Allison Timberlake (469) 521-7000

## **BOWL EXPO A MEGA-SUCCESS FOR LAI GAMES**

**Dallas, TX, July 14, 2011-** LAI Games enjoyed great success at the 2011 International Bowl Expo last month at the Gaylord Texan Resort in Grapevine, TX. Games exhibited were the Mega Stacker, the Stack 'N' Grab prize merchandiser, and the Snapshot photo booth.



The Mega Stacker was a huge hit as it towered over the AAMA Pavilion. The large, attractive cabinet drew a crowd, as well as the interest of many bowling proprietors. The unit displayed at the show was purchased and installed immediately after the show at the Great Wolf Lodge, directly across the street from the Gaylord Texan.

LAI also donated a Stack 'N' Grab crane-style prize merchandiser to the International Bowling Campus booth. Visitors played the game for a chance to win BPAA branded merchandise.

LAI also demonstrated their Snapshot photo booth, with its new social media capabilities. Players can now send their photos to a Facebook or email account, as well as post them to the Snapshot Wall: a Facebook page where they can view Snapshot photos from around the world and win a monthly photo contest.

“There is a lot of optimism in the bowling industry right now,” said LAI’s head of US sales, Chris Brady. “It was great to be a part of such an upbeat, energetic show.”

### **About LAI Games**

LAI Games USA, a subsidiary of Leisure and Allied Industries (LAI), has been a leader in the interactive entertainment and game industry for over 50 years. The company develops, manufactures, and sells coin operated prize merchandising games, ticket redemption games, photo booths, and kiddy rides to distributors, operators, and entertainment centers around the world. For more information, please visit [www.LAIGames.com](http://www.LAIGames.com).

###