

MEDIA RELEASE

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New name and big changes ahead at Calgary's three ten-pin bowling centres

Oakville, Ontario / Calgary, Alberta – Splitsville Entertainment announced the company's entrance into the Calgary leisure market through the acquisition of three popular bowling centres in the city (**Let's Bowl**, **YYC Bowling & Entertainment** and **Mountain View Bowl**) back in February of 2023. Since that time, the Calgary centres have been integrated into Splitsville's programs, promotions and internal processes while maintaining their original names.

"The time has officially come to rebrand our three Calgary bowling centres to the Splitsville brand. While the transition won't happen overnight, our centre team members and guests will start to see the Splitsville branding appear in our uniforms, print and digital signage, and marketing," says Pat Haggerty, President of Splitsville Entertainment.

The company announced its commitment to invest in and enhance the ten-pin bowling experience for Calgary residents and those plans are ready to roll out in the coming months. "Creating best-in-class leisure entertainment experiences is what our Splitsville brand is known for. When the renovations are complete, our Calgary guests will have not one, but three, Splitsville locations to experience Canada's ultimate bowling entertainment centre," continued Pat.

Following the success of Splitsville's Richmond Hill refurbishment project in early 2023, the team has continued to evolve its brand identity to highlight their audience's demand for competitive socializing and leisuretainment atmospheres. The Calgary centres will be the first to launch the new Splitsville branding and a new Splitsville website will launch later this month, showcasing all nine Splitsville locations across the country.

The Calgary bowling centres now branding the Splitsville name are:

- **Calgary Meridian** (previously Let's Bowl) – 2916 5th Ave NE
Featuring 30 10-pin lanes with glow in the dark bowling, a snack bar, lounge, and bowling pro shop.
- **Calgary Highfield** (previously YYC Bowling & Entertainment) – 1130 42nd Ave SE
This 40,000 square foot entertainment facility hosts 30 lane 10-pin lanes with glow in the dark bowling, an arcade, 18-hole glow in the dark mini golf course, snack bar and lounge area with pool tables.



splitsville

- **Calgary Glamorgan** (previously Mountain View Bowl) – #11-3919 Richmond Road SW Located in the Glamorgan Shopping Centre, this bowling venue is home to 10 10-pin lanes and 10 5-pin lanes.

About Splitsville Entertainment

Splitsville Entertainment is Canada’s premier brand of family entertainment centres with a passion for 10-pin bowling and providing great value entertainment. With five centres located in Ontario, one in British Columbia, and now three centres in Alberta, Splitsville brings families and friends together for affordable fun and safe, healthy competition. In addition to bowling, Splitsville Entertainment centres bring leisure socialization to life with lively arcades, food and drink offerings, mini golf (select locations) and laser tag (Burlington, Ontario). The company’s investment in revitalizing the bowling industry and supporting the economic development in each city is demonstrated through extensive capital projects and innovation.

- 30 -

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