

Qualifications

President, Pinnacle Entertainment Group, Inc.

In 1996 Mr. McAuliffe founded Pinnacle Entertainment Group, Inc., specialists in assisting clients with the development and operation of Out Of Home Entertainment experiences in the Family and Location Based Entertainment Industries. Pinnacle also assists clients in the operation of family entertainment in the bowling, skating, retail, and restaurant industries and assists suppliers in penetrating the family entertainment market.

Operations

- Pinnacle operated games and attractions to some 50 Wal-Mart Stores in St. Louis, MO and Southwest Illinois from 1996 to 2005. The operation featured Wal-Mart Fun Centers, as well as a large number of crane and merchandise machines, video games, kiddie rides, and bulk vending equipment. We successfully concluded the sale of this business unit in April, 2005 to Coinstar, Inc. (NASDAQ).
- After the sale of the Wal-Mart route Pinnacle also divested it's operations in other St. Louis operations as well as it's Puerto Rico route and Fun Center investments, in order to focus on its Consulting business.

Merchandise Sales

In June, 2007, Pinnacle merged its merchandise sales unit into Redemption Plus, LLC in order to focus on its consulting business.

Current Consulting

Through our consulting arm, Pinnacle provides management services and support to companies in the field of family and location based entertainment. Our expertise addresses a range of business needs although we specialize in game and family entertainment center management, strategic relationship building, business development, and market penetration. Our current clients include:

Redemption Plus, LLC: In the latest chapter of our multi-year relationship with Redemption Plus, we serve on the executive team and are designing and managing the company's "Customer Success" program. Pinnacle brings our experience in managing family and location based entertainment centers to bear to assist Redemption Plus' customers in operating and building their businesses. Pinnacle is an investor in the company.

Brunswick Bowling & Billiards, Inc: We have conducting market research and are assisting the global leader in Bowling products with the launch of their exciting, new *Virtual Bowling* system. *Virtual Bowling* brings the excitement of bowling in a smaller footprint, and affords operators of family entertainment centers, bars & restaurants, and cinemas-to name a few- the opportunity to add a popular new venue to their business.

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Shakey's Philippines: Advice and assistance to the CEO and management team on adding redemption game operations to this 90 unit restaurant chain in the Philippines. Pinnacle's role includes advising on: feasibility, competitive landscape, design, economic planning, game/attraction selection & purchasing, and implementation of management and control systems.

Cullinan Properties, Ltd: Advice and assistance to this property development firm on the redevelopment of a 150,000 square foot property into a Family Entertainment Center and Sports Park. Pinnacle is the lead on all aspects of the Family Entertainment Center from design through operations.

The Mine Shaft Bowling & Family Entertainment Center: Pinnacle advises the ownership of this multi entertainment use facility, currently under development, on all aspects of games and redemption, from design through systems implementation and operations. A particularly critical aspect is the integration of games and attractions into the bowling and food & beverage components to create "The Mine Shaft Experience."

Ray's East, LLC: We are working with the principals, currently in the concept development and feasibility stage, on this 100,000 square foot indoor Sports Park with Mountain Biking center-ring attraction.

Mix and Burn, LLC: Mix and Burn is the developer of digital music listening stations. Originally developed for music retail locations, mix and burn is in the forefront of mp-3 and cell phone music player "digital download filling stations." Pinnacle is charged with developing market research and executing location agreements as our client builds it's *Out Of Home Entertainment Network*.

Shakey's USA: Through Redemption Plus, Pinnacle assists the Shakey's management team with the operation and future development of their entertainment offerings. Shakey's USA is the newly formed franchisor of Shakey's Pizza, a national restaurant and entertainment chain. The new management team, which Pinnacle supports, is charged with leveraging the good time heritage of the Shakey's name, developing a new and refreshed brand identity, and updating an entertainment experience to appeal to a wide age range.

Fun Enterprises, Inc. Pinnacle provided management services for this family entertainment center chain's growth in Puerto Rico from 1998 until 2007. We began our relationship in 1996 by securing a lease for the company in Plaza del Sol, Puerto Rico's newest shopping mall. We also assisted with design, economic planning, attraction selection, construction, and grand opening. We

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held an interest in the project and continued to serve the client through a multi year management and consulting agreement. Pinnacle recently negotiated the sale of the business to Namco Cyberertainment, Inc., the Japanese amusement manufacturer and operator, on behalf of the ownership group.

Tropical Vending, Inc.: We serve as senior advisors to the president of Tropical which is the largest bulk vending route in the Caribbean region.

Sammy Corporation/SEGA: During the recent merger process between these global manufacturers Pinnacle was retained to provide extensive research on the US marketplace.

Additional Clients

Polar Ice Entertainment, Inc.: Ongoing advice to this national leader in ice skating centers, including operational audit, contract reviews, and identification of efficiencies, policy and procedure changes to enhance profitability.

Fantasy Entertainment, Inc.: Pinnacle assisted Fantasy with its nationwide coin-operated Crane program, personnel development, systems implementation, and revenue growth for this worldwide operator of toy cranes and photo booths.

Sports Plus Family Entertainment Centers: This two year engagement was structured as an employment agreement. Mr. McAuliffe served as an executive officer of this company and managed the operation of four recreation and family entertainment centers producing over \$30 million in gross revenues from family entertainment centers, indoor sports facilities, ice rinks, bowling, restaurant, group sales, and special events. He served on the design team for the development of Sports Plus, New Roc City and contributed numerous design changes and cost savings to the newest of the four locations. Pinnacle also managed the merchandise, coin operated game and attraction operations, and purchasing for the Sports Plus facilities, a division of Family Golf Centers, Inc.

The Ice and Family Entertainment Centers represented a fraction the company's total sales of \$175 million. After a major acquisition of golf centers by the parent company failed, the company filed for reorganization under Chapter 11. Mr. McAuliffe assisted the company in the sale of the Ice and Family entertainment facilities, which sold for in excess of \$110 million. Many of the facilities continue in operation today.

Disney Regional Entertainment: Served in a senior advisory role for the development of the DisneyQuest and ESPN Zone restaurant/entertainment concepts. This was a two year engagement culminating in the successful launch of the concepts. Our contributions centered on business modeling, facility design, game and attraction development, purchasing programs, merchandise programs, and management systems design and implementation.

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Redemption Plus, LLC: Pinnacle served as a senior advisor to the ceo and board of this rapidly growing redemption merchandise and services company based in Kansas City, KS. The company's central focus is on maintaining its leadership position in e-commerce capabilities for redemption merchandise programs in the amusement industry. The company also applies its concept and services to the industry leader in educational learning centers, Sylvan Learning Centers

Ham On Rye Technologies: Assisted management in concept development and product marketing including planning for the highly successful launch of its VR Performance Theatre at IAAPA 2000 (Voted Best New Product). Pinnacle was instrumental in forging several strategic relationships for Ham On Rye in the launch process.

Strategies for Growth, Inc.: assisted this marketing firm in penetrating the family and location based entertainment industries to introduce its location advertising program. Successfully signed over 700 locations to the program.

National Video Game and Coin Op Museum: Advised the managing foundation on wind up and assisted in placement of the collection.

Edison Brothers Stores: divestiture of twenty properties through sale or liquidation resulting in income exceeding budget by over 100%, producing a return of over 80 cents per dollar of book value in a Chapter 11 environment.

Prior to Pinnacle Entertainment Group

1996: Sun Entertainment Investments

In 1995 Mr. McAuliffe served as ceo of the \$50 million entertainment division of Edison Brothers Stores, Inc. The parent company was a national retailer with \$1.75 billion in shoe and apparel sales. Edison experienced a significant decline in the business of its core shoe and apparel stores which led the parent to file for Chapter 11 protection late in the year. Mr. McAuliffe structured a \$17 million management buyout plan for his division, attracted a group led by Sun Capital Partners as equity investors, negotiated a binding finance agreement with Bank of Boston, and received bankruptcy court approval for the acquisition, subject to higher and better bids. The Sun Group withdrew at auction in competition with Namco Cyberertainment, Inc. a Japanese industry manufacturer with US operations, collecting a break up fee. Over 90% of the entertainment locations continued in operation under the new owner.

1990-1996: Edison Brothers Mall Entertainment, Inc. 1994-1996, Division CEO.

Mr. McAuliffe managed the \$50 million dollar entertainment division of this NYSE public company. The business included 135 family entertainment center locations in 38 states, Mexico, and Puerto Rico. Facilities were located primarily in regional shopping malls but also included restaurants, hotels, transportation centers as

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well as several casinos in Las Vegas and Reno, NV. The company owned and operated over 8,000 coin operated games including video games, redemption machines, cranes and other merchandisers as well as several hundred amusement rides ranging from children's rides to roller coasters. Through its Horizon Entertainment unit the company developed and distributed Virtual Reality simulators as early as 1991. Edison also owned Dave & Buster's, acquiring this business in 1990, growing the chain from two to seven locations before executing a spin off into an independent public company in 1995.

1991-1994: VP, General Sales Manager: Responsibility for managing the company's 1,000 associates, and over 8,000+ games, rides, and attractions. Responsibilities included Operations, Human Resources, Real Estate, Design & Construction, Marketing, and Technical Services for the chain.

1990-1991: VP, Director Of Family Entertainment Centers: Managed the design and launch of the company's Super Store concept Family Fun Centers in four venues; led the acquisition of a major competitor and managed the merger process; managed the company's operations and business development in Puerto Rico.

1987-90: Sega's Time-Out, Fairfax, VA:

- Promoted to Home Office as Divisional Sales Manager, upon the acquisition of Time-Out by Sega, Ltd.
- Responsible for the performance of 50% of the family amusement locations nationwide; division consistently led the company in sales performance.
- Complete responsibility for the company's growth in the key Puerto Rico market, including real estate lease negotiation and management, resulting in growth from 3 to 14 locations in this market, with sales and profitability consistently exceeding the chain average.
- In this period led the team developing a new superstore concept for the company, which opened in 1989 as the first Family Entertainment Center (FEC) in a US shopping mall and added a second facility of this type in 1989.

1979-87: Time-Out Family Amusement Centers, Inc., Fairfax, VA:

Store Manager, New York, N.Y. 1979-80; Executive Store Manager, Experimental Group Sales Concept Store (Bagatelle Place), Rye, N.Y. 1980-82; Regional Supervisor, Fairfax, Va 1983-84; Regional Manager, Fairfax, VA 1984-86. In this period served in a variety of hands-on line management roles in the fast growth, rapidly evolving shopping mall family entertainment industry.

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Delivered superior results, innovative management practices and leadership as evidenced by rapid advancement.

General Industry Activities

Mr. McAuliffe an active member of all of the major industry associations and has been a featured speaker at numerous domestic industry conventions including IAAPA, Fun Expo, and AMOA, and worldwide assemblies including ATEI (UK), Gulf Leisure Expo (Middle East), Asia Pacific Attractions Conferences (Australia and Singapore). He is a founding director, Lifetime Member, and past president of IALEI, the International Association of the Leisure and Entertainment Industries. For many years he wrote a regular column for RePlay magazine and currently writes for Play Meter and Tourist Attractions & Parks magazines.

