



Press Release
Planet Fun and Starz Sports Grille
Shallotte's New Family Entertainment Center

Shallotte, NC – East Coast Entertainment announced today that construction is underway on “Planet Fun” Brunswick County’s largest Family Entertainment Recreational Complex along the Coastal Carolinas. Planet Fun, located at 349 Whiteville Road beside the Lowes Home Improvement Center in Shallotte, will feature a 50,000 sq. ft. indoor upscale Family Entertainment Center. Planet Fun will offer 32-state-of-the-art bowling lanes, 4-lanes of Highway 66 mini bowling, a 2-story Laser Tag Arena, 9-Hole Blacklight Miniature Golf, Bumper Cars, indoor soft playground, the largest redemption and video arcade in the region, party rooms, concession stand, Pro Shop, and the “Starz Sports Grille” a 100+ seat sports & media restaurant.

Brian McCall, President of East Coast Entertainment, said, “We are extremely excited about the project and look forward to bringing this upscale Family Entertainment Center to Shallotte. It will offer an array of attractions and recreational activities for the entire family. We believe in Shallotte, Brunswick County and the surrounding communities that we will serve. We feel there is a great need in the community for this type of recreational facility. It will serve as an Entertainment Destination for all ages, and have a broad appeal to families, churches, schools, corporate outings and the many tourists that visit Brunswick County. It will be a huge asset to the local population and surrounding area’s as one of the premier locations to spend time with your family and friends. Our vision is to provide a tremendously fun experience in a safe, clean, comfortable, smoke free atmosphere with great customer service at a tremendous value.

Planet Fun modernized design will attract all ages. The 32-lanes of Bowling will appeal to all customers and the committed bowlers looking for a higher quality bowling experience. Qubica AMF synthetic lanes will provide a distinct advantage with attractive image and high scoring characteristics. 8-lanes will consist of a Bowling Lounge or Boutique bowling with custom sofas and a private setting if desired for your group, party or family. The 120” media screens will provide patrons with videos, sporting events, movies, TV or any other type of media to ensure a tremendous experience while they bowl. All 32-lanes will be equipped with bumpers for the children. A premium light and sound show will be featured during our Blacklight Cosmic Bowling Sessions. League Bowlers will also enjoy the consistent bowling conditions game after game. With our comprehensive scoring system and 32” overhead flat screens will provide a high exposure for viewing the scoring and control of the leagues records.

The 2-story Laser Tag Arena will theme the Space Quest Tag Adventure. As the players enter into the mission, the glowing graphics with 3D highlights enhances the realism of the adventure. We have stepped up the graphics and special effects that will make you feel as though you are playing on a movie stage set. The fantastic scenes of space with planetary bodies, asteroids and nebulae will capture the imagination, entertain and amaze all players. This arena has been designed to make an unforgettable experience for players of all ages and abilities.

The 9-Hole Blacklight Mini-Golf is an adventure of a lifetime as you are challenged at every hole in the Ocean Quest theme. All players will experience the underwater world of Atlantis filled with coral, shells, statues, marine life and much more. The blacklight effects include glowing hole cups, wall graphics, putters, and balls matched with the special sound systems to make this a very unique experience. All family members from young to young-at-heart will find this attraction visually exciting, imaginative, fun and enjoyable.

The indoor soft playground area will provide children a secure and challenging play area. The multicolored playground will develop the imagination of all children of all abilities. Some of the special features of this playground include a Kid Conveyor, slides, wobble hoppers, mirror play panel, toddler Playmaze, ball popper play panel and an adult accessible Spiral Climb area. This playground will deliver a fun and positive play experience of all who climb.

The 100-seat restaurant, Starz Sports Grille will offer great food including a variety of appetizers, specialty salads, signature soups, sandwiches, pizza, Steaks and the freshest Seafood. The sports bar will offer a casual atmosphere with multiple plasma TV's, specialty beer and wine selections, mixed drinks and your favorite frozen daiquiris. Come and watch your favorite sports team, and enjoy the great food and cold drinks in our relaxing sports grille.

Our concession café will have all your favorites including pizza, burgers, hot dogs, fries, nachos, popcorn, pretzels, Dip-N-Dots ice cream and much more. You can place an order from your bowling lane with one of our friendly staff members and eat while you play. With a variety of hot and cold foods, and the lane side service, you will have everything to keep the fun going!

Thinking of having a birthday party, corporate event or something to do with your youth group? We have many great packages to choose from. Bowling, laser tag, mini-golf and arcade are some of the highlighted packages that we can offer. With 5 party/conference rooms, plan your next event at Planet Fun.

Having all this to offer and much more in the horizon, plan to come, eat and play with your family, friends and coworkers.

Planet Fun is scheduled to open Summer 2009! We will be hiring 70-85 employees. For an application, please visit our website at www.planetfuncenter.com, or call 910-755-2FUN. Coram Construction based in Mount Airy, NC is the General Contractor of the facility with VP Mark Hiatt and Superintendent Randy Vestal on site overseeing construction.