



PLAYER ONE
AMUSEMENT GROUP™



FOR IMMEDIATE RELEASE

March 7, 2019

Bass Pro Shops adding underwater-themed fun center arcades in select restaurants

SPRINGFIELD, Mo: Bass Pro Shops is opening a series of underwater-themed family fun center arcades inside their award-winning Uncle Buck's FishBowl & Grill restaurants. The full-service restaurants, which invite guests to "bowl in the ocean" amid underwater scenery and a nautical-themed restaurant and full-service bar, offer casual family dining in an immersive environment for visitors of all ages. The new fun centers will complement the existing offerings with a variety of family-friendly video and arcade games, including today's newest interactive hits and classic favorites. Operating on coinless, play-card technology, each arcade will feature a series of amusement and redemption games, full-service redemption counters and a variety of great prizes.

"Located inside our iconic Bass Pro Shops destination retail locations, Uncle Buck's FishBowl & Grill offers families an experience unlike any other," said Bass Pro Shops Vice President of Hospitality, Debbie Bennett. "We're excited to offer a fun, new way for families to spend time together with the addition of family fun centers in several of our restaurants."

The first three family fun centers opened in late 2018 at Bass Pro Shops locations in Bridgeport, Connecticut, Destin, Florida and Round Rock, Texas, quickly becoming popular new attractions for guests of all ages. Several additional family fun centers are planned to open at various Bass Pro Shops locations in the coming months and years.

Bass Pro Shops is partnering with Player One Amusement Group (P1AG), an industry leader in interactive video, redemption and amusement gaming, to create the customized experiences in the new family fun centers. The company specializes in total amusement and gaming solutions, including design and service for a wide range of customers in cinema chains as well as community-based entertainment destinations such as bowling centers, restaurants, arcades, shopping centers and water parks.

"We are thrilled to partner with Bass Pro Shops as we continue to deliver winning, end-to-end amusement solutions to well-known brands across North America," said Paul Nonis, EVP of Amusement and Leisure, Cineplex and P1AG. "Like Bass Pro Shops, we are passionate about providing one-of-a-kind experiences and look forward to introducing new and engaging entertainment options at what is already a sought-after destination for family fun."

The fun centers will add to the wide expanse of activities available at Bass Pro Shops locations. More than just stores, they are true destination experiences that draw more than 200 million visitors annually. Each location is heavily customized to reflect the character of the region with giant aquariums teeming with live fish as well as extensive wildlife mounts and dioramas, with many locations that feature archery ranges, unique restaurants and ocean-themed bowling alleys.

###

About Bass Pro Shops

[Bass Pro Shops](#) is North America's premier outdoor and conservation company. Founded in 1972 when avid young angler Johnny Morris began selling tackle out of his father's liquor store in Springfield, Missouri, today the company provides customers with unmatched offerings spanning premier destination retail, outdoor equipment manufacturing, world-class resort destinations and more. In 2017 Bass Pro Shops acquired [Cabela's](#) to create a "best-of-the-best" experience with superior products, dynamic locations and outstanding customer service. Bass Pro Shops also operates [White River Marine Group](#), offering an unsurpassed collection of industry-leading boat brands, and [Big Cedar Lodge](#), America's Premier Wilderness Resort. Under the visionary conservation leadership of Johnny Morris, Bass Pro Shops is a national leader in protecting habitat and introducing families to the outdoors and has been named by Forbes as "one of America's Best Employers."

About Player One Amusement Group

Player One Amusement Group, a division of Cineplex, employs over 550 people in 25 offices throughout Canada and the United States. One of North America's leading operators and distributors of interactive video, redemption, amusement gaming and vending equipment, it specializes in solution servicing and design for a wide range of customers in cinema chains as well as community-based entertainment destinations such as bowling centers, restaurants, arcades, shopping centers and water parks. To learn more visit [WinWithP1AG.com](#).

Media Relations Contacts:

press@basspro.com, 417-873-4567

Tiana McPhee
Associate, Communications and Investor Relations
Tiana.McPhee@Cineplex.com, 416-323-7479

Sarah Van Lange
Executive Director, Communications
Sarah.VanLange@Cineplex.com, 416-323-6728