

Redemption Revue

growing your business one smile at a time

July 1, 2008

Volume 3, Issue 7

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We will be closed on Friday, July 4.



Increase Your Profitability with Our Sale Items



Animals 3in Asst
310694
48/Inner \$2.88
Sale Price \$1.44



Rainbow Brite/Twink Clip
On 3in 309597
Each \$0.70
Sale Price \$0.35



MP4 Player with 2GB
Memory 309986
Each \$70.00
Sale Price \$50.00



Good Luck Troll Asst
312133
Each \$4.50
Sale Price \$2.50



Color Fusion Candle
311452
Each \$10.80
Sale Price \$6.75



Dakin Dream Pets 6in
Asst 310921
Each \$1.80
Sale Price \$0.75



Spider-Man Playing Cards
311870
Each \$1.94
Sale Price \$1.25



Pyrates Spy Glass
311892
Each \$4.00
Sale Price \$2.05



High School Musical TV
Pen 311649
36/Inner \$77.04
Sale Price \$54.00

SALE

Every month, we discount around 40 different items for our customers. The price lowers, but the ticket value does not, increasing your profitability. You can view them all online in the Sale Products category.



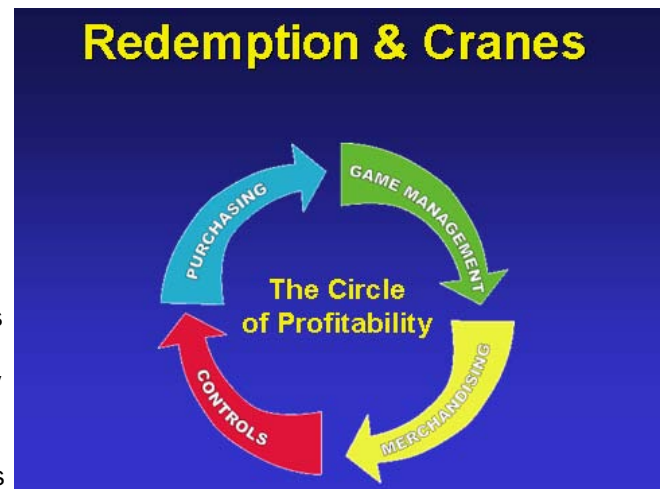
www.redemptionplus.com

Going in Circles by George McAuliffe

Next January I'll celebrate 30 years in the industry as a game and FEC operator, first operating redemption 25 years ago in 1983 and cranes & merchandisers in 1986. In the early years we were working in the dark, groping around to see what worked. That got a lot easier as the years went by and the industry developed a body of expertise. I needed all of that 25 year learning curve and made plenty of mistakes along the way. Now I make my living helping other operators avoid the same mistakes and to get up to speed quickly on redemption management. If you are reading this you are probably a Redemption Plus customer, so you've made a great choice so far. I was a customer myself for 8 years before merging my business with the company, sold on the system that comes along with the merchandise.

The Redemption Plus system is based on operating principles: Game Management, Merchandising, Controls, Purchasing. Doing all four well maximizes profitability in the redemption game business.

- 1) *The Games are the Cash Registers*; that is where sales are made. They have to a) be the right games, the ones that people want to play; b) score, operate properly, and be kept neat and attractive; c) be arranged well to compliment customer behavior and circulation, and d) have proper payouts (each game is designed to pay out a certain ticket value in order to maximize its sales).
- 2) *The Merchandise Drives Sales*: Redemption would be a great study in psychology for a graduate studies program. Remember, while certain customers do play for a particular piece of merchandise we usually can't tie a specific item to a specific sale. It's the whole package! A bright, exciting, active and, often, BIG display of colorful merchandise drives the sales in the games!
- 3) *Control (Game Management) and Cost of Sales First*: Counting back stock inventory (while necessary) and pinching pennies on merchandise are not redemption controls. Control starts on the sales floor with the games (See #1). If payouts are not maintained (usually because of mechanical-technical problems), then redemption costs will be out of control. As a Redemption Plus customer we provide you with the tools to control ticket values, merchandise comes bar coded for you, and a digital packing list allows you to avoid input-keypunch errors, a major contributor to inventory mistakes. The Redemption Plus system allows you to zero in on a cost of sales number and work out from there.
- 4) *Purchasing*: Buying the right merchandise that people want to play for, setting fair pricing that creates high perceived value, and maintaining stock levels are key contributors to redemption profitability.



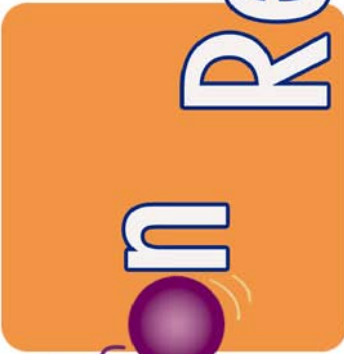
These are just a few thoughts on four critical aspects of redemption; there are many moving parts to have the Circle spinning effortlessly toward maximum profits. More parts than we have time to discuss here. Feel free to give me a call at 913-563-4370 or email gmcauliffe@redemptionplus.com if you'd like to discuss further. We're here to support *your* success.



"Redemption is not Rocket Science... but it IS Science."

***George McAuliffe
Pinnacle Entertainment
Advisors***





Brunswick and Pinnacle Announce Strategic Partnership

Brunswick Bowling & Billiards and Pinnacle Entertainment Advisors announced jointly today that they have entered into a strategic partnership. Pinnacle Entertainment Advisors is a division of Redemption Plus, and formerly Pinnacle Entertainment Group, Inc.. Pinnacle will assist Brunswick in creating state-of-the-art game rooms and other family entertainment attractions for bowling centers that are being developed or upgraded.

“The Brunswick Business Alliance program provides our customers with a full range of expertise necessary to succeed in today’s marketplace,” said Kurt Harz, Brunswick vice president of capital equipment sales- North America. “Arcades and family entertainment attractions are key parts of the model family entertainment center (FEC) bowling center, as well as in the newly emerging hybrid bowling business models,” said Harz. “Pinnacle fits the bill for the high caliber FEC, game, and redemption expertise we want to team up with to assist both our existing centers upgrading their model as well as newly developed centers.”

“We are delighted to formalize our relationship with Brunswick,” said George McAuliffe, president of Pinnacle. “Bowling centers are reinventing themselves as ‘FECs with bowling,’ while FECs are adding the bowling component. By working with Kurt and his team, we are able to leverage our 30 years of game and FEC experience on behalf of Brunswick and their customers. It’s an honor for us to be working with Brunswick, a company which shares our high standards of execution and commitment to the customer.”

Brunswick [About Brunswick Bowling & Billiards](#)

Headquartered in Lake Forest, Ill., Brunswick Corporation has been a leader in the recreation business for more than 160 years. Founded in 1845 to make billiards tables, Brunswick Corporation is a Fortune 500 company and the leader in bringing Genuine Ingenuity™ to everything it makes. Brunswick Bowling & Billiards, one of the largest operators of full-service bowling and family recreation centers in North America, is a full-line supplier of bowling equipment, supplies and consumer products, and designs billiards tables and accessories. For more information, visit our Web site at www.brunswickbowling.com.

Pinnacle Entertainment Advisors [About Pinnacle Entertainment Advisors](#)

Pinnacle, a division of Redemption Plus, provides consulting services for the Family Entertainment Center industry, assisting with budgeting, design, layout, game and attraction mix, marketing, and operations. Our mission is helping clients attract and entertain their guests while maximizing profitability. George McAuliffe, President, is in his 30th year of family entertainment center operations. He has operated public space entertainment centers from 20,000 to 150,000 square feet with components as varied as ice skating, bowling, major rides, children’s entertainment centers, themed restaurants, and has managed over 10,000 games and hundreds of entertainment facilities. For more info please see: www.grouppinnacle.com or www.redemptionplus.com.



Operating Principles

Redemption Plus seeks to be an uncommon company with which to work and be associated. In order to be considered an uncommon company, we must hold strong core values and principles. We will be judged not only on our results, but also how we go about accomplishing those results. The following represents one of the core values that anyone associated with Redemption Plus is expected to share and for which we all are held accountable.

Build on People’s Strengths: We continually help people find and develop their personal strengths.



About Us

Redemption Plus is a value-added distributor of products for the family entertainment and learning centers, as well as fundraising agencies. We offer a huge selection of merchandise ranging from penny novelties to high-end electronics, plus a full line of party goods and crane & merchandiser kits. We offer the added benefit of assigning your own pre-set ticket values as well as tagging your merchandise to correspond to those values. From redemption to incentive merchandise, we’ll help you find exactly what you need to help your business grow one smile at a time. Please visit our website at www.redemptionplus.com or contact us at 888-564-7587 so we may help you set up your customized account.



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