



FOR IMMEDIATE RELEASE

***BOWLING INDUSTRY SETS NEW WORLD RECORD WITH MORE THAN  
923,000 GAMES ROLLED IN A SINGLE DAY***

***Industry Also Reports Record Year-Upon-Year Growth with Participation Having Climbed by  
2.7% to over 71 Million Between April '09 and March '10***

ARLINGTON, Texas, August 31, 2010 - Long one of America's most beloved national pastimes, bowling continues to see record levels of participation in what has been a period of tremendous resurgence in popularity for the industry. The Bowling Proprietors' Association of America (BPAA), the industry's premier trade organization representing 4,000 bowling centers, released new growth statistics that point to the vitality of bowling, which continues to maintain its status as the nation's number one participatory sport.

The BPAA reported today that on World Record Day (August 7) - the culmination of National Bowling Week (July 31 to August 7), the industry set a new world record of most games played in a single day for the third consecutive year. Within a 24-hour period, 923,948 games were played across the 1,252 centers that reported as of the cut-off date, setting a new benchmark of success for the industry.

Coupled with the World Record Day news, the BPAA also announced record participation levels during the full year of April 2009 to March 2010. Driven by heightened participation from women and younger bowlers, the industry saw a 2.7% increase in consumer participation with more than 71 million having bowled during the twelve month time frame.

"From coast-to-coast, we are seeing a tremendous period of growth and vitality for the bowling industry, as evidenced by the records that are being shattered year after year," said Steve Johnson, executive director of BPAA. "From women and young adults who are just becoming bowling enthusiasts to boomers, who are falling back in love with the game, many are discovering and rediscovering that bowling isn't just the greatest sport, it's a lot of fun too."

Below is a history of World Record Day participation over the past three years:

- 2010 - 923,948 games across 1,252 centers
- 2009 - 741,821 games across 1,044 centers
- 2008 - 548,721 games across 808 centers

The new bowling world record is recognized by the Bowling Proprietors' Association of America (BPAA), United States Bowling Congress (USBC), Strike Ten Entertainment, the Professional Bowlers Association (PBA) and the International Bowling Pro Shop and Instructors Association (IBPSIA).

**About BPAA**

Headquartered in Arlington, Texas, the 78-year-old Bowling Proprietors' Association of America is a trade association representing the business interests of bowling center owners worldwide. BPAA's mission is to enhance the profitability of its member bowling centers.