

# **Can Half of All Laser Tag Owners in America Be Wrong?**

*...read what laser tag operators have to say*

**This report is brought to you by...**



**When it comes to laser tag the choice is  
LaZer Runner...**

**Number one in systems sold for  
*12 consecutive years!***

# Can Half of All Laser Tag Owners In America Be Wrong?

I don't usually work this late at the office, but I'm sitting here at my desk and it's 10:30 pm.

Why am I here?

Well, it's like this...

I've been going through all of the letters that we've received from our customers and I'm trying to put them into categories.

- Letters about durability and reliability...
- Letters about profitability and ROI...
- Letters about our service department...

You get the picture.

Why am I doing this?

Well, our company is preparing to go to a trade show and I would like to get these letters in a binder that prospective purchasers can browse through. It will show everyone that we have lots and lots and lots of happy customers all across North America.

Heck, all over the world!

My desk is just COVERED with those letters. Plus there's an empty coffee cup...and a half eaten donut...and ...hey...what's this...it's the missing bag of Al Gore votes! (Just kidding Al...)

I need a bigger desk.

Like I said, these comments number in the hundreds and are from laser tag operators everywhere. Most of these operators are all doing very well.

**LaZer Runner has been the world's best selling laser tag system for the last 12 consecutive years.**

If you have been in the family entertainment industry for a while, you have probably seen the rise and fall of many laser tag companies.

If you have been around long enough, you also know that while many laser tag companies did not survive, several have persevered. In fact, one has even had their business flourish and expand year after year.

### **That has been the LaZer Runner story.**

Year after year, LaZer Runner has continually set the standard in the industry for innovative development and promotional offers. Year after year, customers have lined up at our trade show booths to take advantage of our offers.

- If you have been shopping for a laser tag system, you already know that our prices on the #1 selling laser tag system in the world are very competitive...
- You also know that year after year LaZer Runner continues to install more laser tag locations than all of our competitors combined...
- If you've asked around, you already know that the cornerstone of our business is the durability and reliability of the LaZer Runner System...
- And, you've educated yourself so that you know that our Laser Data Transmission (i-LDT) and fiber-optic technology runs circles around the old-style out dated infrared (IR) systems.

### **Why have LaZer Runner Laser Tag Systems been so successful?**

Why have both large corporate amusement chains (like Paramount Parks, Palace Entertainment Centers, Brunswick Zone Centers, NASCAR Speed Parks, Knott's Berry Farm) and hundreds of local family entertainment centers across North America chosen LaZer Runner year after year?

There are many reasons...

*Durability, reliability, affordability, factory pricing, serviceability, advanced radio frequency technology, high throughput capacity, flexibility, ease of operation, expandability, small space requirement, attractiveness, programmability, superior fiber optic receivers, continuous-play capability, advanced team scoring, no royalty or franchise fees, award-winning service department etc., etc., etc.,*

All these add up to the most important reason...

# Profitability!

But don't take my word for it. Take a moment to read the enclosed comments from our customers that I have been assembling all night! You'll find them at the end of this letter in specific categories.

Are all of these LaZer Runner owners and operators **WRONG**? Did they all make a horrible mistake?

Of course not!

- *Each and every one* of them did their homework and chose a LaZer Runner Laser Tag System to anchor their facility. Many of our customers own multiple facilities and install our system in all of their locations.
- *Each and every one* chose the most technologically advanced laser tag system available.
- *Each and every one* chose the most durable and reliable system ever made.
- *Each and every one* is concerned about being profitable.

Dollar for dollar we believe that LaZer Runner offers the most features, the best durability and reliability (by far), and the greatest earning potential for your investment! Are there cheaper systems on the market? Of course there are. Some hackers are literally making low quality, throw-together-cheap-junk and trying to pass it off as the real thing. But it just doesn't work...

Many of our sales are to former owners of cheap laser tag equipment that couldn't make the grade. It simply wasn't durable enough to do the job.

- ✓ **All of our laser tag systems have stood the test of time!**
- ✓ **All of our laser tag systems are technology advanced!**
- ✓ **All of our systems are "tried, tested and true!"**

From our intelligent Laser Data Transmission (i-LDT), smart-charging systems, surface mount high density multi-layered circuit boards, durable fiber optic sensors, radio frequency Real Time scoring, microswitch triggers, and continuous turnover system to our 24 hour service hotlines and mobile service crews...

**Our equipment takes a beating and keeps on ticking!** To discover what it takes for a laser tag system to "make the grade" please read the free report entitled...

***"6 Important Points  
That You MUST Pay Attention To  
When Choosing Laser Tag Equipment"***

It contains lots of information that will educate you not only about the laser tag business in general, but what points are critical when you make your purchase decision.

The bottom line is this...

**LaZer Runner is proven!  
LaZer Runner works!  
LaZer Runner makes money!**

**Here's what our customers say about the DURABILITY and RELIABILITY of LaZer Runner...**

*"We have had no down time due to equipment problems. We searched the market before purchasing LaZer Runner and this adventure has been the best ever."*

**David Warren - Summer Fun**

*"We opened our business in July, 1999 and have enjoyed year after year of virtually trouble-free service from our laser tag equipment purchased from LaZer Runner. The system has been very dependable."*

**Michael DeRyder - Lazer Land**

*"Thanks to your excellent engineering, quality control during construction and follow-up after initial sale, we have had year after year after year of reliable use with our LaZer Runner system."*

**Brooks & Schrader Grady  
Fantasy World Entertainment**

*"The next reason I like LaZer Runner is that their product is good. Besides the routine maintenance, we have not had any problems with their system."*

**Scott Erekson - Cache Valley Fun Park**

*"We pride ourselves in keeping all attractions up and operating in like-new condition. I therefore compliment your product for its ruggedness and its ability to handle the heavy use (and often times abuse) our customers have placed on the system and arena. I am continually amazed at the dependability of the LaZer Runner product."*

**Michael Russo  
Adventure Cove Family Fun Center**

*"The system is well thought out and works well. We have had little in the way of maintenance or equipment problems. The problems we have had have been handled quickly and to our expectations every time."*

**Michael Haynes  
Lake Entertainment, Inc,**

*"The equipment has proven to be very reliable and our revenues have increased."*

**Omid Aminifard  
Santa Cruz Seaside Company**

*"The LaZer Runner system has been very reliable and the service from their office has been impeccable. The moment we installed the LaZer Runner system we saw our sales and profits increase. This is mostly due to several items, technology and design, service and dependability."*

**Gary Schmatz - Gateway Rec Centre**

*"Maintenance is of great importance to us, and the fiber optic vests are a tremendous plus for having no down time."*

**Tony Martin - The Playground**

*"Low maintenance. Thank you for making this fine product."*

**Kay & Jim Sopher  
Diversions Game Room**

*"LaZer Runner has been great in helping us trouble shoot the few minor problems we have had."*

**Darby Hawkes - Cache Valley Fun Park**

*"The equipment is very reliable and easy to self-repair."*

**Al Singer - Grand Slam U.S.A.**

*"In May 1999 we purchased our first set of Laser Tag equipment. We were impressed with the quality and service. We have used the ... system for two years now, and as you can imagine it takes a real beating. We are completely satisfied with the service and quality and highly recommend LaZer Runner products."*

**Gord & Kathy Pettigrew - Laffs Lazertag, Arcades & Fast Foods**

*"There used to be five laser tag arenas in South Dakota. Now there is only one...LaZer Runner Laser tag at Gigglebees. The other guys lost sales because their system was always, I mean always, breaking down. It seemed like you only had a 50/50 chance of getting to play, not so with LaZer Runner. We have been up and running for over 3 years and not once has our game been out of commission."*

**Brett Eble - Gigglebees**

*"Our initial reason for selecting your system was its reputed durability."*

**Dave Herald - Grand Slam Sports Center**

*"The durability with the LaZer Runner equipment has been solid."*

**Lee Wasserman - Funtime U.S.A.**

*"We have come to know your company as a quality organization with a dependable product."*

**Rich Arnold  
Arnold's Gokart and Family Fun Center**

*"We originally owned another laser tag system. After months of agonizing with frequent repair problems, and a service department of very little help... the search for truly dependable laser tag equipment began. Unlike other companies, every one of the persons I called regarding LaZer Runner had absolutely no complaints with equipment, service or sales. Every promise made and price quoted were kept and accurate."*

**Kevin Kauffman - Frederick Putt-Putt Inc.**

*"I am continually amazed at the dependability of the LaZer Runner product. My customers, my staff, and I all consider the LaZer Runner Laser Tag system to be first class."*

**Michael Russo - Island Putt & Drive Inc.**

*"The phasers are durable and resilient with a minimal amount of repairs."*

**Emile Arabo - J.A. Entertainment Inc.**

*"The durability and performance of LaZer Runner is truly second to none. Every phaser and vest I have purchased from LaZer Runner since we began doing business together is still in operation today. "This new radio frequency controlled system is truly second to NONE! It is reliable and easy to use as your other systems."*

**Joe Mutter - GameMasters**

*"In my opinion you guys have the best looking, most durable, and lowest priced commercial grade equipment of any Laser Tag company in the world "I would like to take this opportunity to personally thank you guys for making such a reliable and durable product!"*

**Jeff Brown**

**Country Club Entertainment Inc.**

*"LaZer Runner's state-of-the art equipment has enabled us to establish a faithful following of customers. The phasers are easily handled by kids or adults, not like the bulky equipment that requires both hands. The durability and dependability of the equipment enables us to focus on other aspects of our facility."*

**Kenneth Sirls - Laser Family Fun Center**

*"The equipment is very durable."*

**Dr. Burt Stillman**

**US Blades and Laser World**

*"We've been open now for six months and I am amazed at the equipment's durability and the minimal amount of time I have to put in for maintenance."*

**Fred Herbert - Laser Blast**

*"We believe LaZer Runner has the most durable equipment we have seen and believe me we have looked around."*

**It's a Blast Entertainment Ltd.**

*"It was my opinion that LaZer Runner was the most durable and user friendly system available. You have developed a high quality product requiring minimal service."*

**Bob Webster - Knott's Berry Farm**

*"We think that LaZer Runner equipment is very affordable and durable."*

**Debra Moore - Recreation Station LLP**

*"The actual product is the best one you can find. Youth do not treat the vest and phasers kindly and we have been very impressed at the durability of everything."*

**Rachel Sumerford - All Star Lanes**

*"Your maintenance guys must be bored."*

**Alex Kuchnia - Cyberzone VRA, Inc.**

*"Maintenance? Our maintenance has been very minimal."*

**Lazer Runner at Heritage Square**

*"Quality product. Quality service. We have had virtually no breakdowns or failures in any of the equipment or any part of the structure!"*

**Mark Picard - Hollywood Park Family Entertainment Centers**

*"The laser equipment your company supplied has held up very well. What service has been needed has been flawless. "I have to say your equipment has proven to be very reliable."*

**Ronald Rameson - Camelot Park Family Entertainment Centers**

*"Given the nature of the game and the equipment, we feel that it has performed well in terms of its maintenance requirements."*

**Dick Knoebel**

**Knoebels Amusement Resort**

*"We are extremely happy with the reliability and durability of your product – no other laser game comes close."*

**Stacey Hansen - Crystal Palace**

*"It's so reliable that I know everyday we are going to have all of your product in working order."*

**Dan Kampf - Grand Slam Sports**

*"LaZer Runner has proved to be rugged, reliable, and profitable."*

**David Warren - Summer Fun Entertainment Services**

*"Our decision to purchase the LaZer Runner as opposed to other manufacturers was profitability, simplicity of operation, and."*

**J.C. Wilson - Laser Tag**

*"LaZer Runner has supplied our demand for a durable, reliable laser tag system. The primary factors that determined our choice was references from other centers that owned LaZer Runner, price, durability, and the many features that LaZer Runner offers. We have been very pleased with the performance and durability of the system."*

**Michael DeRyder**

**Lazer Land Family Fun Center**

*"Talk about reliability, we currently have over 40 vest and phasers some as old as 7 years. This equipment takes a beating, and yet it still works."*

**Jerry Petrini - My Three Sons**

*"The vests, phasers and the system itself are all very durable and are able to withstand quite a bit of abuse."*

**Jay Hirst - Spintacular Entertainment**

*"The design is superior to anything else I've tried, with well-built and good-looking vests, which are both durable and easy to use for our guests."*

**Graham Nardone - Adventure Landing**

*"Reliability of the systems speak for themselves."*

**Joe Jenkins - Attractions Manager**

*"The system is by far the best in the industry and is a very reliable product."*

**Gisele Schaefer - Putt-Putt Golf & Games**

*"The equipment (it's durability), the sales staff (their product knowledge), and customer service (problem solving experts with great attitudes) are first class."*

**Richard Kissinger - Lazer Wars Tag & Entertainment Center**

*"This system is always in demand and with the constant abuse involved, this system keeps on ticking!"*

**Mark Roland - NY Party Works Inc.**

*"After many years, we are still operating all of the original equipment which says a lot about the durability and quality of the product. You have done all you have promised, and the equipment has held up remarkably despite all of the traffic."*

**Geoffrey Schmidt - Funtime Junction**

*"The units are tough and have survived 8 months of heavy use with very minimal down time."*

**Anthony Tart**

**Lazer Worx, Inc.**

## **Here's what our customers say about the PROFITABILITY of LaZer Runner...**

*"LaZer Runner has become one of the major attractions in Fantasyland amusement park and the revenue generated from this amusement has exceeded our expectations"*

**Diane Tymocko**

**Fantasyland Parks and Attractions**

*"As you know our older version of LaZer Runner was great, but when we purchased our 2<sup>nd</sup> system this past January our sales jumped 35%. We have averaged 1500 to 2000 games per week."*

**Brooks Grady & Schrader Grady**

**Fantasy World, Inc.**

*"It is the most popular attraction in our facility. Playership is up over last year and we continue to be ahead of all revenue projections."*

**Stacey Hansen - Crystal Palace**

*"Since we have had the Battle Station in our Lancaster location, sales are up over 40%, and this will be our most profitable June in four years."*

**Mike Midkiff**

**Dimples Family Fun Centers**

*"We have seen our Sales Increase every week since the system was installed! All of our "LaZer Runner" customer surveys have always displayed satisfaction with the experience in the battle station! (We still do periodic surveys and keep them on file for anyone to view.)"*

**Mark Picard**

**Family Entertainment Centers**

*"When I first saw the LaZer Runner Battle Station, I was extremely impressed with the innovative design and quality of the structure. Even more impressive was the response from a group of kids that were exiting The Battle Station, "cool, whoa dude that was really cool, awesome dude, really awesome, hey Mom can we do it again?" Well, I'm not much of a gambler, however, I felt that The Battle Station was a sure bet."*

*"The purpose of this letter is to let you know how well my bet has paid off for me. We have been receiving the same, "awesome dude," response as I heard during my visit. The Battle Station has been successful in bringing to Sportland a new customer base stream and doubling the sq. ft. revenue that it now occupies."*

**Carl Mastromatto - Sportland America**

*"Our Panama City center is generating revenue in amounts we just didn't think were possible in a small center. The word of mouth phenomenon has taken over and they're flocking in."*

**Alex Kuchnia - Cyberzone VRA, Inc.**

*"LaZer Runner has exceeded our wildest expectations on revenue generation! Not only for LaZer Runner", but also for all of our other attractions, miniature golf, video arcade, fun karts and snack bar. Everything that we offer is up by 20%-35% from the same time a year ago. We attribute the increases to "LaZer Runner." During our first three months with LaZer Runner we averaged nearly 1200+ plays/week. These were numbers that exceeded anything we projected that a laser game would generate."*

**Larry Ault - Putter's Family Entertainment Center**

*"LaZer Runner gave Fun Challenge the opportunity to tap into a whole new market of teens, young adults and college students thus enabling us the opportunity to maximize the potential of our new business. We would like to thank the sales and installation people of LaZer Runner for making the expansion transition a smooth, painless, affordable and profitable experience."*

**Chuck Jones - Fun Challenge Family Entertainment Center**

*"We started with your Laser Tag game years ago, and we were so impressed with the results of its performance that we installed LaZer Runner systems at our five other family entertainment centers located in Bakersfield, Livermore, Santa Maria, Modesto, and Palm Springs, California."*

*"Camelot purchased another Laser Tag system from another manufacturer for a 4,000 sq. foot Laser Tag arena in another location and had so much trouble keeping the equipment running along with no support from the factory. We had to throw out the system and install 30 LaZer Runner lasers and vests. Even though it cost Camelot a tremendous amount of money to replace the defective equipment, it has proven to be a huge success born out by the higher sales and lower maintenance costs by using LaZer Runner equipment."*

**Ronald Rameson - Camelot Parks Family Entertainment Centers**

*"Gross revenue is up over 80 percent from this time in last year. Without the LaZer Runner Battle Station, I would not be a happy operator. As it is, I'm ecstatic! My mini golf course plays are up 21% and off to the best start in five years. Thank you LaZer Runner! The best part is, I have had tremendous success marketing a day pass, good for mini golf and laser tag. Come on summer! Let the kids out of school and the vacation begin!"*

**Jonathan Kessler - Fun Zone Family Entertainment Center**

*"Thanks again for all your help and for providing Sports N Stuff with a real money maker."*

**Ken & Nancy - FeltSports'n Stuff**

*"We are very excited to inform you of the immediate success of your LaZer Runner Battle Station in our virtual reality arcade. We opened our doors for the first time on Friday morning. We ran in a "soft opening" mode, with no advertising or promotion, in order to train employees and fine-tune systems before our grand opening.*

*By word of mouth, via walk-in traffic alone, we ran over one thousand games over the weekend. Many of our new patrons purchased all day passes after their first game. While waiting for their next games, these guests pumped tokens, quarters and dollars into our other attractions and games. Our snack bar was also hopping. Even our bank was surprised at our success when I walked in with our very large first deposit.*

*In short, your LaZer Runner Battle Station made our "soft opening" Grand!"*

**Ronald Baer - Laser Family Fun Center**

*"We have had LaZer Runner laser tag for eighteen months now and we are very happy with it. We have found that it has increased our business in a number of ways.*

*We are a Children's Entertainment Center that caters to younger children and their parents. LaZer Runner has provided us with a very popular event which customers can add on to their party package, thus increasing our revenue.*

*In addition, it has brought us repeat party business because children return again this year just so they can have a Laser Tag party. We have been told by our customers that they would have left us for other venues, but returned to us because of LaZer Runner. We also believe that it has increased our walk-in traffic."*

**Kim and Geoff Schmidt  
Funtime Junction**

*"LaZer Runner experienced a gala grand opening in Oklahoma City on Memorial weekend. Games have totaled over 20,000 with very little down time. The park officials have been extremely pleased with the extra drawing power of a true interactive game."*

**J.C. Wilson - Laser Tag, Inc.**

*"We're now in our fifth year of business and I must say that your product had a major role not only in getting us to this point but has exceeded all expectations in creating and maintaining viable and profitable family entertainment center operations. LaZer Runner has been just what we needed. Thanks for everything."*

**Alex Kuchnia - Cyberzone VRA, Inc.**

*"The Battle Station has enabled us to expand our market from children to teens and adults. In fact, our teen and adult market clearly is the area in which we have experienced our most significant growth. The Battle Station almost single-handedly is responsible for this expanding market share. But the other great aspect of the Battle Station is that children love to play LaZer Runner as well. In fact, many of the kids' birthday parties select LaZer Runner as an option instead of other attractions that are available at our FFC."*

**Timothy Fedele  
SeaBase Family Fun Center**

*"By far LaZer Runner is the biggest draw for our facility. Children and adults rave over it and come back to play again and again. The appeal of this attraction transcends age barriers. Whether the participants are six, twenty, or sixty years old, they appreciate the excitement of LaZer Runner. The ability to have team play, accommodating fourteen players at once, is something that is especially attractive to groups and birthday parties. People who choose us to host their children's birthday parties now have something to offer so exciting that we have an edge over others in this highly competitive market. We feel the gains our center has made in the last year can largely be attributed to LaZer Runner."*

**Gregg Stoner - Superstar Sports Center**

*"We have installed LaZer Runner at one of our FEC's in New Jersey. It is a favorite activity in our party packages and a year-round highlight attraction of our FEC. We have had over 18,000 participants of all ages - youngsters - teen groups - families - who have absolutely loved the experience."*

**Randall Lahn & Michael Dorn  
American Golf & Entertainment**

"Our 30,000 square foot indoor facility operates automated batting cages, "slam" basketball court, birthday parties, baseball training academy, over 50 arcade games and more. The addition of our new 1500 square foot arena, complete with your high quality sound system, fog system, durable materials and automated controls has added a dimension to our business that we have not seen in our 6 years of business. We could not be more delighted with the results of our cross-traffic purchases and sizzling tie-ins with our birthday parties."

**David Herald - Grand Slam Sports Center**

"The results are now in and Kokomo's not only knows that the LaZer Runner is a hit for it's "guests," but it is a hit for our financial statement. We are hitting well beyond our projections and don't see a slowdown in sight.

The cost is \$4.25 per session, the average charge after discounts, an attraction as part of a party, etc., is \$3.52. Tallying this up is a whopping total of \$176,000 of income in only 8 months. That is approximately \$22,000 per month.

Kokomo's is sold on LaZer Runner because it has paid for itself over 2 times. By year end at this rate, we expect to generate enough revenue to pay for itself 3 1/2 times in only 1 year!" What a deal for our business."

**Bud Umbach & Hal Shilling - Kokomo's Family Fun Center**

"Kart Gardens Family Fun Center was originally designed as a "Kart racing facility" with a 20 acre 1.25 mile length track. We soon realized the need for more "family oriented activities", We then added an 18 hole mini golf, and 3600 sq. ft. bumper boat pool. With these additions, we began to see a modest increase in overall revenues.

Two years later, we added LaZer Runner to our growing facility and have watched revenues increase by 20% on our go-karts, mini-golf, and bumper boats. After only five months, 75% of our investment in our LaZer Runner system has been recovered."

**Randy Hagel**

**Kart Gardens Family Fun Center**

"\$33,116 in 60 Days! Can you Believe it? If you don't believe me, then just come on out and check the books! Everyone that walks through our doors and into the smoke filled, specially lighted arena has laid down their money to play the hottest and best laser tag gaming centers around us but we have been told that we are the best. Why? Because of our 2200 square foot battle station. Oh, the money. We really have made over \$33,000 in just 60 days. Remember in that one move, "If you build it, they will come!" Well, we built it and they did come...With their money in their hands!"

**Lazer Runner at Heritage Square**

"By the way, this was my fifth LaZer Runner purchase because it is as reliable and easy to use as your other systems. We are averaging over 500 players per day with 18% of those players choosing to play again the same day. Not bad huh?"

**Joe Mutter - GameMasters**

"We have had a LaZer Runner Battle Station for nearly 2 years and it continues to grow in popularity. This year we are up 25% from last year, and we were happy with the first year. Never once has LaZer Runner not been true to their word! We offer Laser Tag, Bumper Cars, Pool Tables, Video Games and Soft Play and by far the LaZer Runner Battle Station has the highest income per square foot over all our other attractions. LaZer Runner Battle Station is the reason we are making money. We have had several days where we recorded over 500 games being played."

**Glen Grady**

**Electric Glide Family Fun Center**

"We opened our LaZer Runner Battle Station last summer and the effect has been spectacular. Consistent sales week after week. Not only are we generating new traffic but the average expenditure per customer has increased as well. We realized that group sales rule. Birthday parties, ball teams, church groups, you name it. And everyone can play."

**Brett Eble - Giggglebees**

*"We opened our doors eight months ago in Iowa City, Iowa. Iowa City is the home of the University of Iowa, a Big 10 school. We have shown good cash flow and have put aside some revenue for reserves, so one might say we started well for a "Start-up company". We track all departments of revenue on a spreadsheet. Those departments include Laser Tag, Spaceball, Rock-Climbing, Bumper Cars, Miniature Golf, Golf Simulator, Batting and Golf Cages, Video and Redemption Arcade and finally Parties. LaZer Runner continues to lead the "Hit Parade" when it comes to revenue! LaZer Runner has from day one been our biggest surprise and the activity delivering the most gratification!"*

**David Full - Planet X**

*"We've been in business just over two years and our laser tag arena is obviously the center focus of our facility. LaZer Runner's state-of-the art equipment has enabled us to establish a faithful following of customers. We are in the planning stages of opening a much larger facility by summer of 2000 and LaZer Runner's equipment will be purchased to anchor that location as well. Thanks for a job well done."*

**Kenneth Sirls - Laser Family Fun Center**

*"Laser Tag has proven itself in a variety of different environments and the statistics are clear – laser tag makes big money, and customers keep coming back again and again. "*

**Lance Pereira - Lazer Runner and Family Entertainment Centro**

*"We installed our LaZer Runner system five year ago and have never regretted it. Our guests love playing as much today as they did when we first opened it. LaZer Runner is an integral part of our attraction mix and appears to many age groups."*

**Geoff Schmidt - Funtime Junction**

*"LaZer Runner was installed in my facility since October of 1999. Since the addition, it has been nothing less than a financial success. Never in our 22-year history have we experienced such a phenomenal growth.*

*Our bottom line is up over 30% over last year!*

*Birthday parties are big business. Since adding laser tag to the package our bookings are up 40% over last year. More specifically, June 2000 party bookings were up 92% over the previous June with a financial increase of 173% over June 1999. Without your system, I do not believe Skate Palace would be in the position that it is in today. The only regret that I have is that I do not have enough space to expand the system."*

**David Breen - Skate Palace, Inc.**

*"Our patrons love LaZer Runner. In our first 3 months of operation we are averaging 5,500 games of laser tag per month. We are also averaging 40 birthday parties and 10 church groups resulting in about 1000 players and an additional 2000 games of laser tag per month.*

*We are in our third year of operation with the radio frequency controlled laser tag system. In our first two years of operation there we have played over 250,000 games of laser tag with minimal repairs required. LaZer Runner equipment LASTS! We are now approaching \$4 million in laser tag revenues. WOW! My sincere appreciation goes to you and your fine staff. It is always a pleasure doing business with LaZer Runner."*

**Joe Mutter - GameMasters**

*"The Cache Valley Fun Park has been in business for over two years now. When we started the business we were focusing on roller-skating. We were also looking for another attraction to put into our building. That is when we found out about LaZer Runner.*

*Over the two years that we have been in business, we have loved the LaZer Runner. It is our best marketing tool that we have. What we do is advertise specials with our LaZer Runner games that will get people into our building. When they get here we get more money out of them through our other attractions.*

**Scott Erickson - Cache Valley Fun Park**

*"The easy of operation, from start up to game play has made LaZer Runner a true money maker. This transfers to the guests having a better experience at our establishment, guaranteeing repeat and satisfied guests."*

**Kevin Kauffman - Frederick Putt-Putt Inc.**

*"It has been two years since the opening of our LaZer Runner Laser Tag Arena, and it continues to be one of the top attractions at our facility. Tourists and local resident alike keep coming back for more: all day passes, birthday parties, and group events all want to play laser tag time and again. And the custom themed arena always get a WOW from the patrons."*

**Michael Russo**

**Adventure Cove Family Fun Center**

*"Laser Extreme is approaching its one-year anniversary of the opening of our Family Entertainment Center. Our customers love playing LaZer Runner and always leave smiling and ready to play again. Kids can't get enough of it and parents love it too. Our biggest hits are the birthday parties. All the kids want them here!"*

**Greg & Michelle Briggs - Laser Extreme**

*"About a year ago, our go-kart center starting looking for a new and exciting attraction that would complement our existing attractions. We carefully looked at the profit projections for laser tag and quickly decided that laser tag would be our best bet. But whom would we pick to purchase the equipment from? Our business has increased by more than 50% since we added laser tag and we have received several compliments from our customers regarding the "look and feel" of the LaZer Runner system. "*

**Rich Arnold**

**Arnold's Gokart and Family Fun Center**

*"On behalf of all our staff and customers, I'd like to begin by thanking you for supplying us with your top of the line equipment. Since we have changed to your product, our profit margins have increased considerably. The difference it has made in the last two years has "astonished us all". That alone deserves two thumbs up for you."*

**Shelley Mailman - Lazer Dome**

*"We purchased our indoor system in 1996 after doing a lot of research and talking to other Laser Tag vendors. We were pleased to hear the name LaZer Runner comes up so often. From the initial contact we had with your company right up until this week, many years later, we have experienced excellent service. Our margins are fantastic. With the low overhead and virtually no "down" time for vests, we are enjoying great business from kids birthdays."*

**Dave Herald - Grand Slam Sports Center**

*"I have had nothing but success since adding your LaZer Runner System to my indoor fun center. My birthday parties have doubled in volume."*

**Al Singer - Grand Slam USA.**

*"So who doesn't want excitement, high profits, and something new in their business? We did. We had been in the video and redemption business for many years and were ready for a change; nothing new was exciting or interesting in those markets. We wanted more business, more customers, and more profits. And then we bought LaZer Runner and we got it all! It has been better than expected and without a doubt, one of the best things we have ever done. LaZer Runner has been a consistent and steady earner for us, paid for itself sooner than anticipated and has greatly increased revenue on the other games and attractions we offer."*

**Kay & Jim Sopher**

**Diversions Game Room**

*"Our customers and staff love the new vests and games. Vampire and the team games will be a big hit with our birthday parties and groups. The system is by far the best in the industry and is a very reliable product. It has been a steady earner for us and always a hit with the customers. We even designed a birthday party that features LaZer Runner-extreme Laser tag."*

**Gisele Schaefer - Putt-Putt Golf & Games**

*"Thank you for what you have done for my family business. Originally we were a bowling alley with a game room and pool tables...now we are an entertainment Mecca with the addition of LaZer Runner. We have people regularly enter our doors that either do not bowl or just occasionally bowl to play LaZer Runner, increasing traffic by 50% which is incredible considering we are in a rural community.*

*But our sales are where the numbers really speak loudly...they have increased by over 80% and our party sales by 200%! We now have people driving over 60 miles away to play LaZer Runner at our facility. The biggest increase in traffic has been in youth and young adults. They come to spend their money, play hard and eat and drink plenty. Weekends we have become the place to be and be seen. Families love our facility because we offer the variety of entertainment; however, because of the LaZer Runner the children and youth are particularly attracted to us."*

*"Overall, the investment of incorporating LaZer Runner with All Star Lanes has been an A+ experience. We couldn't be happier with the product, service, and profitable outcome. I would highly recommend anyone to take a serious look at investing in LaZer Runner...it's not just a game, but an adventure!"*

**Rachel Sumerford - All Star Lanes**

*"Another great surprise and benefit of the LaZer Runner system is the versatility of the game play. We can run several teams at once or all individual play (every man for himself). Or we can run a game with a combination of teams and individual play. The kids and adults love it. We get lots of repeat play. As soon as they finish playing, they eagerly buy another ticket to play again."*

**Tony Martin - The Playground**

*"I have had nothing but success since adding your LaZer Runner 12 vest system to my indoor fun center."*

**Al Singer - Grand Slam USA**

*"As you know we purchased a 24 vest system from LaZer Runner earlier this year. Since the installation of the system, we have received nothing but positive feed back from our guests. The equipment has proven to be very reliable and our revenues have increased."*

**Omid Aminifard - Santa Cruz Boardwalk**

*"When we first got into the business we started out with another laser tag company. This was a huge mistake. We had nothing but problems. There were days where we would start the day with 20 vests and at the end of the day 10 of them would still be working. The moment we installed the Laser Runner system we say our sales and profits increase. This is mostly due to several items technology and design, and dependability."*

**Gary Schmaltz - Gateway Lanes**

*"Funtime Junction installed the LaZer Runner Laser Tag System in 1996. It has been a consistent revenue producer and integral ingredient to our entertainment mix ever since."*

**Geoffrey Schmidt - Funtime Junction**

*"We had previously had another brand of system that was only six years old, but we had problems with it almost since it was installed. We were reluctant to put in another laser tag system at first. We have now been using the system for three months, and have been very satisfied. Our sales of laser tag tickets have increased, and our customer satisfaction is much improved."*

**Lois Powers - Putt-Putt Golf & Games**

*"We at one time felt that "laser tag" would be a "Fad" but our success with these 2 systems have proven us wrong. The LaZer Runner Systems continue to be one of the best Returns on Investment we have in our Fun Centers. People love to play this game year round and never seem to tire of the energy they exert and the fun they have playing."*

**Bud Umbach & Hal Shulling - Kokomo's Family Fun Center**

*"We took delivery of a 40 suit LaZer Runner system in early May, 2003 and have been extremely pleased with the installation and operation. We replaced another system that was prone to breakdowns at awkward time, usually on Saturdays when our facility was full. As you can imagine, the stress levels for staff increased significantly when this occurred. I'm happy to report that this situation no longer exists and our staff no longer has to explain to irate parents why their birthday party suddenly can't include laser tag. Everyone loves it, especially with the color coding of the vests. Management loves it because it's very profitable. Our revenue from this area of the business is way up and the hassle factor (and accompanying cost) is way down."*

**Eric Hutchingame - GameCasters**

*"Our company entered into the family entertainment business in 1991. In 1996 we were looking for a way to expand our business. What swayed our decision to go to the LaZer Runner System was a complete turnkey operation. All we had to do was to give you our dimensions of the space we set aside for the arena. You then came up with a total arena decor, complete with theming and installation. Your construction crew showed up on the day you said they would, ready to work, polite, accommodating, and finished the work on time."*

*Since that day our business has grown from around 10 to 15 birthday parties a week to over 70 on average. Our party bookings really took off when we introduced LaZer Runner to our party packages."*

**Jerry Petrini - My Three Sons**

*"Adventure Landing has been running laser tag for just over 8 years and the last 4 years have been spent under the professional services at LaZer Runner. Thank you again for providing such a fantastic product to help us reach our sales and guest service goals."*

**Joe Jenkins - Adventure Landing**

## **Here's what our customers say about the SERVICE DEPARTMENT of LaZer Runner...**

*"If we need some thing right away, we can usually get it within twenty four hours. I might say that you guys and gals really have your act together."*

**Dr. Burt Stillman - Blades and Laser World**

*"Your service department is always available for all of our needs and the turn-around time has been very impressive."*

**Darla Nunez - Lazer Wars**

*"We have been very pleased with the service department who are always willing to answer questions and help in any way."*

**Rachel Sumerford - All Star Lanes**

*"We cannot say enough of the excellent service we receive from expeditious return on parts ordered and repairs on vest. The employees are always friendly, helpful and really work for us, the customer. Everyone at LaZer Runner should be commended."*

**Bud Umbach & Hal Shilling - Kokomo's Family Fun Center**

*"I can count on timely service, for repair and returns. However, if I just have a question they can be reached and if it is the weekend they still call right back and go above and beyond the call of duty. They are a proven ally in our business and have been a loyal supporter of our system."*

**Linda Roberts - Adventures in Motion**

*"Their technicians helped get the system up and shooting, and have been extremely helpful in keeping all the phasers on target. Any and all problems have been resolved smoothly, and all needed parts have been delivered in a timely and efficient manner."*

**John Luppino - DJ's Galaxy Quest**

*"LaZer Runner has been great in helping us trouble shoot the few minor problems we have had. We have even had one of their technicians come to upgrade our equipment when new technology became available."*

**Darby Hawkes - Cache Valley Fun Park**

*"The service department is excellent in advising us over the phone and quickly fixing our stuff when we ship it."*

**Brett Eble - Gigglebees**

*"Your service staff has been superb. They have patiently answered my rookie questions and have always solved any problems that I might have had. Even your accounting department has been a pleasure to work with!"*

**Anthony Tart - Lazer Worx, Inc.**

*"When the occasional problem does arise, with the equipment, there is no problem. A quick call to your service department and repairs or a free loaner is on its way, usually here the next day."*

**Jerry Petrini - My Three Sons**

*"I would like to congratulate your company on an exceptional service department. When we experience minor problems with our system, the well-trained staff at LaZer Runner makes it easy for our employees to get the system up and running again."*

**Emerson Rickstrew**

**Putt-Putt Golf & Games**

*"Its truly a pleasure doing business with your company. Hats off to your service department."*

**Glen Grady**

**Electric Glide Family Fun Center**

*"We have had calls from LaZer Runner just to check on us to see how everything is working. It's nice to feel important as a customer."*

**Jay Hirst - Spintacular Entertainment**

*"When I am required to ship off for repairs though, I've found LaZer Runner's customer service to be nothing but courteous and timely in their handling of my situation."*

**Graham Nardone - Adventure Landing**

*"The customer service (problem solving experts with great attitudes) are first class."*

**Richard Kissinger - Lazer Wars**

*"The service department and technical assistance have been very supportive in taking care of any needs that we have had."*

**Michael DeRyder -**

**Lazer Land Family Fun Center**

*"We are operating for two years now and the repairs have been minimal, and the turn around time for repairs has been very good."*

**Frank Cabell - Funny Bones**

*"We are 100 % satisfied with the performance of this product, as well as your service and parts department (the few times in 6 years that we have needed them.)"*

**Mark Roland - NY Party Works, Inc**

*"We would like to say a special thanks to the Service Team who continue to provide prompt, professional service to ensure we meet all our commitments."*

**Gord Pettigrew -**

*"This year due to the popularity and quality of your equipment along with the enthusiasm and dependability of our employees it was truly a success. Thanks again to your service department for a wonderful job."*

**Kevin Kauffman - Adventure Park U.S.A.**

*"Anytime we need or have needed help their tech support was there. One time we had an emergency on a holiday Thanks to the LaZer Runner tech support staff we were up and running within minutes."*

**Gary Schmaltz - Gateway Rec Centre**

*"The service department personnel are great to work with."*

**Tony Martin - The Playground**

*"The service has been simply fantastic since day 1. I can't say enough about the knowledge that your people have."*

**Bud Umbach & Hal Shilling - Kokomo's Family Fun Center**

*"I can't say enough about the service you provide (that is when I need service)."*

**Al Singer - Grand Slam USA**

*"Please thank your service department for their quick response to the few minor problems we've had."*

**Kevin Baker**

**Interskate 91 Family Fun Centers**

*"The service department has been excellent – very willing to help."*

**Michael DeRyder - Lazer Land Family Fun Center**

*"The staff at LaZer Runner is very helpful with any problems or questions we might have."*

**Debra Moore - Recreation Station**

*"Let us not forget your incredible service department. They are always so willing to take on our "cries of help". Without them and your untouchable service rates, how would you say...Ah yes, we would be lost in space!"*

**Shelley Mailman - Lazer Dome**

*"Your service department turns around the repairs quickly so we have minimal downtime."*

**J. Price-Williams**

**Airbounce Amusements**

*"Since purchasing your equipment, we have also been very impressed with your customer support. If we need something, we often get it within 48 hours. If we have questions about our system, your technical support personnel answer our questions quickly and effectively."*

**Rich Arnold**

**Arnold's Gokart and Family Fun Center**

*"We appreciate all the support and assistance we have received from your company over the past year. Your technical support team was always courteous and helpful."*

**Greg & Michelle Briggs - Lazer Extreme**

*"Every time that I have talked to their employees, I have been impressed with their knowledge and willingness to help out in everything."*

**Scott Erekson - Cache Valley Fun Park**

*"I also want to send out a personal THANK YOU to Shannon in the Service Department she was very informative and a great help in getting our system ready to go for the season."*

**Russell Allison - Allison's Fun Company**

*"With LaZer Runner, you have a unique team of experts on "Your Side." Where else but LaZer Runner could you receive prompt, efficient technical support with a 24 hour emergency service number, where a technician actually calls you back! The technicians' charge only for repairs that are actually made - no hidden costs. They even give you the option of loaner boards, while yours are being repaired."*

**Emile Arabo - J.A. Entertainment Inc.**

*"In the category of customer service, LaZer Runner has lapped the field. They have been there with a helping hand through any setback we have encountered in our two years."*

**David Full - Planet X**

*"I just wanted to drop you a line to let you know how impressed I am with your Service Department. Every time that I have called, they have always had an answer to solve my problem, along with supplying prompt service any time that I have had to send some equipment in for service."*

**Brian Logan**  
**The Ultimate Playground Inc.**

*"I can't say enough about the service staff, every question or concern was answered top priority no matter how trivial whether during business hours or after hours."*

**Fred Herbert - Laser Tag**

*"The service department has always treated us with prompt efficient service."*

**Fred Herbert - Laser Blast**

*"I wish to take this opportunity to thank the entire LaZer Runner team for the wonderful service backup which we have experienced."*

**Margaret White - Papio Fun Park**

*"The service after the sale has been exceptional as they always return phone calls, walk you through problems over the phone and are ready and willing to get you what you need "express.""*

**Bud Umbach & Hal Shilling**  
**Kokomo's Family Fun Center**

*"Although our service requirements have been minimal during these 18 months, every time we have had any questions or experienced any type of problem, LaZer Runner rapidly has responded. In sum, we have been extremely pleased with our purchase and experience"*

**Timothy Fedele**  
**Seabase Family Fun Center**

*"Most impressive is their product support. Their courteous technical staff is able to resolve most equipment problems (which are very rare) over the phone."*

**Bob Webster - Knott's Berry Farm**

*"I'd like to pay particular homage to your service department. Although we've needed their assistance on very rare occasions, they've been exceptionally helpful, pleasant, and have successfully been able to satisfy our every need, every time! Even the three o'clock I the morning calls were answered quickly. Now that's service."*

**Alex Kuchnia - Cyberzone VRA, Inc.**

*"We have found your service department to be technically very competent and helpful."*

**David Herald - Grand Slam Sports Center**

*"Support has been timely and excellent, and maintenance straightforward."*

**Martin Bartholow**  
**Alligators Games & Golf**

*"The support we have had from the company has been exceptional – from the team that came to install it to answering any questions that may arise even a year afterwards."*

**Gregg Stoner - Superstar Sports Center**

*"I'd also like to take this opportunity to commend your service department for their excellent technical support and quick turnaround time."*

**Schrader Grady - Fantasy World Inc.**

*"The fact that they have a 24 hr. help line has saved us time and more importantly it has saved us from having any down time."*

**It's A Blast Entertainment Ltd.**

*"We have been very happy with the service and support given us by your staff, although it has not been necessary to take advantage of your services often."*

**Kim and Geoff Schmidt**  
**Funtime Junction**

*"We really appreciate your excellent service and professionally trained staff."*

**Reza Danesh - Fun Zone**

*"Everything that I was told about the LaZer Runner is true. Your technical crew has provided us with 1 day turnaround service."*

**Harry Kloda - Kloda Productions and Entertainment Co.**

*"Your people have been extremely helpful in getting us parts and information fast. Great service is so important in this business, and LaZer Runner has done an excellent job in providing service after the sale."*

**Larry Ault**

**Putter's Family Entertainment Center**

*"Your staff has been superb, and the only thing about technical problems is that there haven't been any. Your maintenance guys must be bored."*

**Alex Kuchnia - Cyberzone, VRA, Inc.**

*"Your staff is first rate: both friendly and professional, and always expedient in problem solving."*

**Kim & Geoff Schmidt - Funtime Junction**

*"We are pleased with the technical support and communication with your people and have nothing but great things to say about them."*

**David Busch - Waterworld USA**

*"We also like the service we have received with LaZer Runner. We have had very few problems, but in those cases, service was very prompt and efficient. We have had no down time due to equipment problems."*

**David Warren - Summer Fun**

*"I am also totally honest when I state that, I have never had the pleasure of dealing with an organization, whose PEOPLE are the most pleasant, attentive, sincere and just*

*simply...nice people to do business with! (That's from the salespeople to the installers, the technical supporters to the receptionist answering the phone!)"*

**Mark Picard - Hollywood Park Family Entertainment Centers**

*"We also wanted to thank you for the fantastic support your staff has given us with the minor warranty items and repairs. The attention to details and turn around time is great! We have heard horror stories about some of your competitors and their lack of product service."*

**Brooks Grady & Schrader Grady - Fantasy World, Inc.**

*"Your staff has been very, very accommodating when it comes to regular service and technical assistance."*

**David Full - Plant X Family Fun Center**

*"We've encountered only a few minor problems and the service department always did an excellent job of taking care of our needs."*

**Michael DeRyder - Lazer Land Family Fun Center**

*"Let's not forget about the awesome service department. They give us that helpful hand to make sure LaZer Runner's products are maintained with proper care. Everybody at the Northshore Laserdome is grateful for the prompt and reliable service department."*

**Ken - Laser Dome**

*"The support from the service department has been great. We don't often need parts, but when we do they arrive promptly."*

**Geoff Schmidt - Funtime Junction**

*"We can only remember sending one or two parts to your service dept. for quick and effective repairs. For any other minor problems due to customer over-excitement, we have received clear trouble shooting information from your manual and over-the-phone guidance from your Tec's.*

**Doug & Lisa Booth  
Stargait Lazer Runner**

*"Technical staff are always there for us when we need them."*

**Kay & Jim Sopher  
Diversions Game Room**

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Are all of these experienced operators wrong?

Of course not!

The comments that you just read are from smart, efficient operators that purchased superior equipment. They did their homework. They did it right and are reaping the rewards on their bottom line!

- **They made the right decision** to invest in a laser tag system that is a proven money-maker!
- **They made the right decision** to invest in a laser tag system that is highly durable!
- **They made the right decision** to invest in a laser tag system that is impeccably reliable!
- **They made the right decision** to invest in a laser tag system that stands behind it's customers!
- **They made the right decision** to invest in a laser tag system that has tons of features!
- **They made the right decision** to invest in a laser tag system that uses advanced Laser Data Transmission (i-LDT)
- **They made the right decision** to invest in a laser tag system that is enhanced with durable fiber optics!

**LaZer Runner is all this and much, much more!**

Do you want to find out all of the facts?

I thought so...

You can read all about the innovative LaZer Runner Laser Tag System and why our operators think that it is simply the best on the market (it's all in our very extensive FREE FACT KIT). Order it and you'll discover many other ways that our system can help you make extra income and why more laser tag owners trust LaZer Runner than any other laser tag system to anchor their facilities.

To get your **FREE FACT KIT** pick up the phone and call **Paul Savard** at our office...**780-496-9058 ext 248**.

Or [CLICK HERE](#) to order the FREE FACT KIT online.

Sincerely,



Kenn Schurek – Founder  
LaZer Runner Laser Tag Systems

**PS** By every estimate, over half of all the laser tag installations in America are LaZer Runner Laser Tag Systems. Can half of all laser tag owners in America be wrong?

**Nope.**

**PPS** To avoid a VERY SERIOUS MISTAKE, check out my very revealing report entitled...

**If You Buy This Laser Tag System  
You'll Soon Be Cryin' The Blues**

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