

FAMILY ENTERTAINMENT CENTERS

Here's how to expand your customer base and increase your profits!

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!***

Family Entertainment Centers: *Here is how you can expand your customer base and increase your profits...*

If you own a bowling center, then revenue from bowling dollars is probably your main source of profit. And it should be. The same is true for skate centers, go-kart centers, mini-golf centers, video and redemption centers etc. But, have you ever wondered why many family entertainment centers are adding LaZer Runner to their facilities?

It's because laser tag can be a terrific supplement to any family entertainment center. It can expand your customer base and increase your profits!

Lots of family entertainment centers have added a LaZer Runner Laser Tag System to their entertainment mix. And they've discovered what many others already know...

LaZer Runner is a stand out success and a real money-maker!

- Your food sales will expand!
- Your group bookings will climb!
- Your birthday party business will soar!
- Revenue of all your other attractions will increase!

"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 now have people regularly enter our doors that do not bowl or only bowl occasionally, just to play LaZer Runner, increasing traffic by 50%. But our sales is where the numbers really speak loudly...they have increased by over 83% and our party sales by over 200%

The biggest increase in traffic has been in youth and young adults. They come to spend money, play hard, and eat and drink plenty. Weekends, we have become the place to be.

The overall investment of incorporating LaZer Runner has been an A+ experience. We couldn't be happier with the product, the service and the profitable outcome.

I would highly recommend anyone to take a serious look at investing in LaZer Runner."

Rachel Sumerford - ALL STAR LANES

“LaZer Runner was installed in my facility since October of 1999. Since the addition, it has been nothing less than a financial success.

Skate Palace has been in operation since 1978. Never in our history have we experienced such phenomenal growth. Our bottom line is up over 30%.

Birthday parties are big business. Since adding LaZer Runner to the package our bookings are up 40% over last year. More specifically, June party bookings were up 92% over the previous June with a financial increase of 173%.

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

“Kart Gardens was originally designed as a Kart racing facility. We soon realized the need for more family oriented activities. We added mini-golf and bumper boats and began to see a modest increase in overall revenues.

But since we added LaZer Runner to our growing facility, we have watched our revenues increase by 20% on our go karts, mini golf and bumper boats.

After only 5 months, 75% of our investment in our LaZer Runner laser tag system has been recovered!

Our birthday party bookings have doubled and it is not uncommon to hear kids say “can we do it again” as they exit LaZer Runner.

LaZer Runner definitely makes the right combination for our Family Fun Center!

Randy Hagel – KART GARDENS FAMILY FUN CENTER

LaZer Runner can really increase your bottom line

We've also replaced a lot of other laser tag systems that were originally installed in some family entertainment centers. Some laser tag systems just can't stand up to the kind of punishment that kids give it.

But LaZer Runner can...

The cornerstone of our success in the laser tag business has been offering a product that is by far the most durable and reliable in the business. We became the largest laser tag company in the world by providing a product that “takes a beating and keeps on ticking.”

Durability and reliability are the most important items that you should consider when deciding upon a laser tag system. One thing is absolutely certain...

**No matter what features a laser tag system has to offer,
No matter how popular your laser tag laser tag system is,
No matter how popular you are at organizing parties at your center,
None of it matters if your laser tag equipment isn't working.**

Durability and reliability are paramount!

Nothing deserves more attention in your purchasing decision. Nothing! It simply is the difference between success and failure. Between ease of operation and intense frustration.

“We have been in the laser tag business for just over 8 years.

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 would be days where we would start the day with 20 vests and by the end of the day only 10 were still working.

LaZer Runner put their system in here in 1996 and that was the best move that we ever made. The system has been very reliable and their service impeccable.

The moment we installed the LaZer Runner system we saw our sales and profits increase.”

Gary Schmaltz - GATEWAY LANES

“We opened our laser tag arena about five years ago, using phasers and vests from another company. Within a year, the phasers and vests were hammered and the company was not able to fix the phasers properly...It was time for a change.

We shopped around and decided to replace our equipment with LaZer Runner phasers and vests. Wow! What a difference! Switching to LaZer Runner has saved our company thousands of dollars over the years.

Because of the success with LaZer Runner equipment, we have since opened two other laser tag arenas all equipped with LaZer Runner gear.”

Jim Henderson - CLASSIC SKATING

“We previously had another brand of laser tag, but had problems with it almost since it was installed.

When we decided to replace it, our first call was to the Putt-Putt corporate offices. We were given a list of other franchisees who had laser tag in their facilities. After speaking with them we found that those who had a LaZer Runner System were very satisfied with the way the system operated and the service that they received.

We have been very satisfied! Our sales of laser tag tickets have increased and our customer satisfaction is much improved!

The system is very user friendly. With the level of quality and service we have received, we highly recommend LaZer Runner to anyone considering laser tag.”

PUTT-PUTT GOLF AND GAMES - Midland, Texas

Lots and lots of centers use our equipment. We have hundreds of references from happy customers. From family-owned locations all across the USA, to giant entertainment companies – we’ve designed and installed over 500 LaZer Runner Laser Tag Systems.

Here’s some information that may be useful for you...

Most of the “major amusement players” in the business use LaZer Runner.

The ***Brunswick Zone*** chain of amusement centers... ***Knott’s Berry Farm***... all of the many ***Palace Entertainment*** centers... ***Paramount Parks***... and ***NASCAR Speed Parks*** etc, are all very successful amusement corporations, most with multiple locations throughout the USA. They do a lot of research prior to purchasing a laser tag system. A lot.

They can afford any system that they want!

- Many of these companies have sent out researchers to assess EVERY laser tag company worth assessing. Some have purchased several different systems and actually tested them in their many locations.
- Several companies have hired electronic engineers and consultants to have a close look at the equipment of various manufacturers in an effort to pick the one that is best for durability, reliability, features and technical support.
- Most of the companies have visited dozens of laser tag locations to determine what actual owners of laser tag systems had to say about their operating experience.

My point is this...

These “corporate entertainment BIG BOYS” can own any system that their heart desires – money is not the limiting issue. They want the best, most durable and most reliable system on the market.

And they spare no expense to make sure that their research is accurate and thorough.

And guess what...

All of these “Big Boys” chose a LaZer Runner Laser Tag System to anchor their centers even though...

LaZer Runner is not the most expensive system on the market.

Many inferior systems cost much more, yet perform very poorly by comparison.

Yet, everyone who is anyone in the amusement business chooses a LaZer Runner Laser Tag System.

Why is that?

- ✓ It’s because our systems are the most advanced technologically.
- ✓ It’s because our systems are the most durable and reliable.
- ✓ It’s because our service department is the best in the business.
- ✓ It’s because we do what we say – you can depend on us to keep you running.
- ✓ It’s because we have been in business longer than any other laser tag company and we have a big stake in the business.
- ✓ It’s because we have installed more systems than all of our competitors combined.

Those are good reasons.

These large amusement and entertainment companies have spent thousands and thousands of dollars researching laser tag systems.

They’ve already done your homework for you!

With all of that research, homework, analysis, and manpower, these corporate family entertainment companies all chose Lazer Runner.

Take advantage of that fact...

You can have the very same reliable and durable LaZer Runner Laser Tag System in your facility as they do. We're affordable!

Not only that...

The last thing that you want to think about when you are operating a family entertainment center is fixing your equipment.

Particularly electronic equipment.

That's why we go the extra mile to be sure that everything works as well as we can possibly get it to work before sending it out the door.

At LaZer Runner we do what we say - namely we provide a product that is durable, reliable and affordable. Reliable electronics provides your players with a higher level of enjoyment and allows your operator to concentrate more on promoting sales than "putting out fires" all day and giving refunds.

All of our electronics have been built to the same standards and specifications as demanding industrial and military applications!

Does our system still require some maintenance?

Of course it does. But relatively little when compared to every other system. In the rare event of a problem, we can instantly help you in a number of ways...

- We can provide you with **free "loaner equipment"** for any critical component of the system. In the rare event that your system requires emergency servicing, our service department is right there, right now! We help you to keep operating and to obtain maximum profits!
- We provide our customers with **a 24-hour service hotline**. We understand that the amusement industry does not operate during the traditional 9 to 5 workday. LaZer Runner owners can contact a technician at any time during the day or night – 24 hours a day! Our service department is always ready to respond now – RIGHT NOW!
- We can dispatch one of our **mobile service crews**. Our service crews are criss-crossing the continent installing systems, training new owners,

and maintaining our customer's equipment. We have the only mobile service crews in the business, and we're at your service!

All this means one thing for you...

Zero Downtime.

The bottom line is this...

LaZer Runner Laser Tag Systems are legendary for their durability and reliability. That is why there have been more LaZer Runner systems installed than all of our competitors combined.

LaZer Runner is the world's best selling laser tag system.

Bob Webster of the famous ***Knott's Berry Farm*** summed it up best when he recently wrote us a letter. Here is an excerpt of what he said...

"I personally tested every laser tag system on the market. It was my opinion that LaZer Runner was the most durable and user friendly system available.

I wasn't disappointed.

LaZer Runner has developed a high quality product requiring minimal service. Player appeal of the LaZer Runner equipment is reflected in revenues that are more than double our original plan. Most important and most impressive is their product support. Their courteous technical staff is able to resolve most equipment problems (which are very rare) over the phone.

Sincerely,

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

I'm sure that you agree that Knott's Berry Farm is one of the most recognizable family entertainment destinations in the USA.

It's an institution!

Knott's Berry Farm can likely afford any laser tag system that they want. Yet, after extensive research, they chose a LaZer Runner Laser Tag System. Even though LaZer Runner is not the most expensive, it is still the most reliable, the most durable and the most advanced.

Take advantage of all the research that the "big boys" do to ensure that you too, make the right decision...

Please consider our experience in the business, our stability as a company, our reputation as the largest laser tag manufacturer in the world, and our commitment to the amusement industry if you consider adding laser tag.

I guarantee you this...

We'll stick with you every step of the way to make your experience as enjoyable and profitable as possible!

Sincerely,



Kenn Schurek – Founder
LaZer Runner Laser Tag Systems

PS If you need more information about the laser tag business and how it works in any type of family entertainment center, don't wait another minute...

Pick up the phone and call **Paul Savard** at our office...**780-496-9058 ext 248**. Ask for the **FREE FACT KIT**. It has all kinds of great information that shows you what a LaZer Runner Laser Tag System will do for your FEC.

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

PPS To read some very critical information about the laser tag business, read the report entitled...

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