

For Immediate Release:

QubicaAMF Launches the Industry's Only Comprehensive Source for Information on Global String Machine Trends

The String Bowling Revolution microsite will provide bowling operators and new investors with an easy way to stay up to date on the latest news, events and string certification for competitive sport bowling around the world.

February 1, 2021 (Mechanicsville, VA) – QubicaAMF Worldwide (QubicaAMF), the largest bowling products company in the world, is excited to announce the launch of its new microsite dedicated to string machines: *The String Bowling Revolution*. This is the industry's first and only comprehensive source aimed at providing investors and operators information on global string machine trends. The microsite is housed on the company's corporate website and will be updated routinely with the latest news and information related to string machines. The content will be organized by date with the newest information appearing at the top of each page for ease of use and quick reference.

“Over the past several years we have seen a dramatic increase in string machine adoption by new bowling investors. More recently we have seen this with existing centers converting from free-fall to string machines,” says Neil Pennington, Director, Performance Equipment for QubicaAMF. “We hope this site becomes a valuable go-to source for existing operators and new investors looking for comprehensive information on string machines, how new technology has made string machines a real choice for sport bowling and the business benefits these machines can deliver for a center.”

As string machine adoption continues to grow in the US and around the world, *The String Bowling Revolution* is designed to be a repository of information for investors and operators considering or wanting to learn more about string machines as a viable alternative for their business. The site will include information and articles relating to string machine trends in the industry, whitepapers discussing what is driving these trends, press releases and interviews regarding string adoption around the world, real-world scoring data from string versus free-fall events, and what operators are saying about their efficiency and profitability after converting to string.

“Now more than ever, as we navigate the pandemic, we are seeing a real need for centers to be able to operate more easily, more efficiently and more profitably,” states Emanuele Govoni, CEO, QubicaAMF. “With the certification of string machines by the International Bowling

Federation last November, we are starting to see swift changes in countries certifying string machines, France being the latest. We understand that investors and operators are looking for the latest information on string machines and string technology. This site is designed specifically for anyone considering string machines as an option to expand the reach of the sport and improve center operations for a more sustainable future.”

The microsite is housed on the company’s corporate website at qubicamf.com and can be accessed by selecting *Insights* on the main menu or directly at qubicaamf.com/string-bowling-revolution.

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About QubicaAMF Worldwide

QubicaAMF is the largest and most innovative bowling equipment provider in the world with 600 employees worldwide. We build and modernize more bowling entertainment centers than any other company in the industry and have an installed base of more than 13,000 centers in 90 countries. The company has a sales and distribution network with worldwide reach and maintains the largest R&D team for electro-mechanical products, software, electronics and entertainment systems in the industry.

QubicaAMF has over 100 years of experience and can provide the perfect combination of bowling equipment, products and services for new or existing bowling entertainment centers, FECs, Cinemas or any other facility in the hospitality, retail or restaurant industry. Our ongoing mission is ***Making Bowling Amazing***. We are convinced that bowling has so much more potential to attract and entertain even more people. With our products, we will help our customers fully unleash that potential.

The company has U.S. headquarters in Richmond, Virginia and European headquarters in Bologna, Italy. To learn more visit www.qubicaamf.com.

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