



FACT SHEET

Peters Billiards Celebrates 50th Anniversary

OVERVIEW

In September 2006, Peters Billiards completed construction and opened the doors to its innovative, new store. The expanded game room store replaced the retailer's former building, which the Minnesota Department of Transportation (MnDOT) took by eminent domain as part of its Crosstown Commons Reconstruction project. Peters Billiards worked with city and state officials to stay near the intersection of Lyndale Avenue and Highway 62 where its building has been a landmark for nearly 30 years. This year marks Peters Billiards 50th anniversary in business.

NEW STORE DETAILS

Peters Billiards' new store is 37,000 square feet – three times the size of the company's previous 13,000 square foot store. The typical game room store nationwide averages between 4,000 and 6,000 square feet. One of the largest stores of its kind in the country, Peters Billiards features one of the most diverse selections of in-home games, accessories and furnishings in the region, securing its place as a national leader in the growing in-home recreational category.

The new Peters Billiards has evolved into a complete lifestyle store that provides an experience far beyond traditional shopping – one that lets customers experience first-hand the game room of their dreams. Features such as stone fireplaces, multiple seating areas and a family arcade with complimentary snacks and beverages transform the typical shopping trip into a total retail experience. Customers will also find that the increased showroom space offers numerous opportunities to play with and try out the merchandise. Several fully designed room vignettes provide a constant flow of inspiration and ideas.

Key highlights of Peters Billiards showroom include:

- A three-story glass atrium, complete with slate tile, circular staircase and glass elevator – all facing the store's signature Lyndale Avenue entrance.
- An antique room vignette that features 100-year-old African mahogany wood salvaged from a Victorian mansion in Boston. Each piece was painstakingly restored by craftsmen at Peters Billiards, who then re-created the original room within the vignette, complete with marble fireplace. This space showcases Peters Billiards' antique and fine custom-built billiard tables.
- A complete cinema home-entertainment room that includes an eight-foot screen, candy counter, movie theater-style lighting and posters and a variety of theater seating options.
- Stone fireplaces on both levels of the store. A comfortable seating area with couches and chairs surrounds each fireplace and offers a cozy place for customers to relax.
- A family arcade that provides complimentary snacks and beverages to customers. The arcade area also features a number of video and pinball games, foosball and air hockey tables that customers can play while they shop.

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The architect for the new store was Lake Elmo-based The Architectural Network. The general contractor was Plymouth-based RJM Construction and interior layout and design was created by Minneapolis-based Black Design, LLC.

NEW RETAIL STORE STATS

<i>Total Square Footage</i>	37,000
<i>Footprint Size</i>	66 feet by 260 feet
<i>Total Site Acreage</i>	Approximately 1 acre, double the size of its previous site
<i>Parking</i>	The new building has an expanded surface parking lot with 57 spaces. The bulk of the lot is positioned under the building and the rest is located alongside.
<i>Elevation</i>	Three stories, 63 feet in height at the top of the marquee
<i>Interior Layout</i>	<u>Ground Floor</u> – Lobby / Entrance <u>First Floor</u> – Billiard tables and accessories, video games, family arcade, jukeboxes, pinball, foosball, air hockey <u>Second Floor</u> – Kitchen and bar stools, bars, game tables, home theater seating, cinema, artwork
<i>Address</i>	6150 Lyndale Avenue South, Minneapolis, MN, 55419

PRODUCT OVERVIEW

Peters Billiards has the largest collection of billiard tables in the market, including custom-built and antique tables. The store is the exclusive Twin Cities dealer for Olhausen and Brunswick tables. In addition to selling tables and accessories, Peters Billiards provides moving, repair and recovery services. Greg Peterson, owner of Peters Billiards, is also a nationally-recognized restorer of antique tables and has one of the largest antique billiard table collections in the country.

Peters Billiards also carries a complete selection of products designed to completely outfit a home's recreation or game room. In addition to its extensive range of billiard tables, the store has more than 300 styles of kitchen and bar stools on display, the largest selection in the Twin Cities, including such upscale brands as Darafeev, Tempo and Kessler. Other product categories include:

- Game tables
- Foosball, air hockey, table tennis, dart boards and shuffleboard
- In-home theater seating, sofas and couches
- Bars and entertainment centers (including in-home consultation and custom work)
- Lighting and artwork
- Juke boxes, pinball and video games

COMPANY HISTORY

Peters Billiards is the oldest and largest Twin Cities single-store retailer of in-home games and recreation equipment. The store was originally opened in 1957 by founder Ken Peters in south Minneapolis; this year marks Peters Billiards' 50th anniversary. Ken Peters had previous retail locations at 15th Street and Chicago Avenue, and 31st Street and Nicollet Avenue. He sold the business to then 23-year old Greg Peterson in 1972.

Greg Peterson developed a passion for billiards as a teen and built his first pool table at the age of 15, after his father declined to purchase one. He soon developed an expertise in restoring antique tables and became a frequent customer at K.E. Peters Billiard Supply.

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When founder Ken Peters decided to sell the business, Greg Peterson jumped at the opportunity to turn his passion into a profession. In 1976, Peterson decided to move and built a new store at the intersection of Highway 62 and Lyndale Avenue in Minneapolis, where it quickly became a retail landmark in the Twin Cities and continues to reside today.

Peters Billiards has enjoyed steady growth during its 50-year history to become the largest single-store game room supplier in the five-state area. The company continues to be owned today by Greg and wife Carol Peterson and is a true "family operation" with a dozen family members working in all areas of the business. Original owner Ken Peters also continues to work for the company as a custom builder of the Peters line of billiard tables.

Peters Billiards has been nationally recognized as the top single-location store dealer for Olhausen Billiards for the past seven years and one of the top ten Midwest single-location stores for Brunswick Billiards since 2003. For more information on Peters Billiards, visit www.petersbilliards.com.

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Media Contacts:

Ayme Zemke
651 789 2235
azemke@beehivepr.biz

Rebecca Martin
651 789 2236
rmartin@beehivepr.biz

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