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LUCKY STRIKE LANES & LOUNGE TO OPEN AT CITYSCAPE
RED Development announces that the famed Los Angeles bowling lounge will be opening at CityScape in downtown Phoenix

PHOENIX –RED Development and Lucky Strike Entertainment are pleased to announce that the hip bowling lounge will be occupying 18,000 square feet at CityScape in downtown Phoenix at Central Avenue and Washington Street. Lucky Strike Lanes at CityScape will be a state-of-the-art entertainment facility modeled after its LA Live location with all the amenities, including 12 bowling lanes, four of which are located in the “Luxe Lounge,” a private bowling suite with a bar and custom leather seating, additional private suites, giant projection screens, an elaborate sound system, a gourmet menu selection and décor inspired by contemporary artists in a warm interactive lounge setting.

Its summer 2010 opening in downtown Phoenix marks Lucky Strike Lanes’ highly anticipated entry into the Arizona market. The well-known celebrity hang-out has earned a reputation as one of the hottest entertainment concepts in the country, and is a highly sought location for charity benefits and top corporate events.

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“CityScape in downtown Phoenix offers key demographic and geographic elements that are important to us and to our success,” said Steven Foster, Founder & CEO of Lucky Strike Entertainment. “We are highly selective in our approach to expansion and look for markets where we can draw from a diverse and eclectic customer base that appreciates the exceptional hip urban bowling experience. We are excited to have the opportunity to establish a presence in Downtown Phoenix.”

“Lucky Strike Entertainment has had phenomenal success bringing nightlife to projects across the country, and we are thrilled to have them joining CityScape in downtown Phoenix,” said Mike Ebert of RED Development. “The venue is the perfect compliment to the collection of independent and local restaurants, specialty apparel shops, boutiques and businesses already coming to the project, and moves us further towards offering a diverse base of attractions with afterhours dining and entertainment.”

Lucky Strike Lanes joins the following high quality retailers, restaurants and office already committed to CityScape:

- AJ’s Fine Foods
- Fox Restaurant Concepts
- Aaron May (2 restaurants)
- The Breakfast Club
- Blu Burger Grille
- CVS/pharmacy
- Fidelity National Title
- RED Development
- Kimpton Palomar Hotel
- Urban Outfitters
- Designer District
- Gold’s Gym
- Press Coffee
- Republic Couture
- Squires, Sanders and Dempsey
- Ballard, Spahr, Andrews and Ingersoll
- Jennings, Strouss and Salmon
- Gust Rosenfeld

About CityScape

CityScape is a 1.8 million square foot mixed use urban project located at the very center of Downtown Phoenix. The combination of commercial, retail, residential and hotel development is the focal point for urban living and community activity in a revitalized downtown Phoenix, nestled between the city’s entertainment, education, business and government institutions. Bordered on three sides by the city’s new light rail transit system, the project’s neighbors include the US Airways Center, Chase Field, the Phoenix Convention Center, Arizona State University’s 15,000-student downtown Phoenix campus, the Phoenix Biomedical Campus, City Hall and the Maricopa County administrative and court complex. www.CityScapePHX.org

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About Lucky Strike Lanes & Lounge

In 2003 Lucky Strike Lanes was founded in Hollywood by entertainment entrepreneurs Steven and Gillian Foster and Kevin Troy. They were inspired by the notion of bringing people together in a high-energy, fashionable environment, and created Lucky Strike Lanes. The concept has proven to be a fabulous multi-daypart anchor for entertainment districts, and retail centers across the country. Its appeal to individuals of all ages, races and belief systems and its dedication to local charities have made it a vibrant cultural destination in each of its host communities. Today there are nineteen locations across the country, including one location in Toronto, Canada; a Houston location poised to open in October 2009 and a new location identified in Phoenix, Arizona.

www.bowlluckystrike.com

About RED Development, LLC

RED Development, formed in 1995, develops, leases, manages and owns real estate developments in rapidly growing communities throughout the Midwest and Southwest. RED has 30 centers open, in development, or under construction, totaling nearly 19 million square feet. Within the industry, RED has earned a reputation for delivering as promised and creating strong relationships with its tenants, communities and business partners. RED has nearly 200 employees and is co-headquartered in Scottsdale, Ariz., and Kansas City, Mo. To learn more, visit www.reddevelopment.com.

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