



LUCKY STRIKE ENTERTAINMENT SHOWCASES ‘FOR THE WIN’ AT AMERICAN DREAM

***22,000 Sq. Ft. Gastropub, Live-Music Venue and Interactive Social Experience
to Debut Inside New, Premier Shopping and Entertainment Destination***

East Rutherford, New Jersey – June 29, 2016 – [Lucky Strike Entertainment](#), the leader in entertainment concepts for all ages, will bring their immersive arcade style gastropub, ‘For The Win’ (FTW), to American Dream. FTW brings together state-of-the-art gaming, chef-driven gastropub cuisine, craft beer, libations and more. Combining sleek sophistication with a myriad of adult and family friendly fun, **FTW American Dream** will be an entertainment mecca which will also include bowling and live music – making it an unparalleled experience for everyone.

“The American Dream location is our biggest FTW to date, giving us a wide platform to create a truly unique and memorable experience for our guests,” said **Steven Foster, CEO of Lucky Strike Entertainment**. “We’re dedicated to creating a vibrant social atmosphere centered on an extraordinary entertainment and culinary excellence.”

While much of FTW’s design is still under development, fans of other Lucky Strike locations can look forward to an amplified aesthetic that reflects the award-winning venues designed by Foster. Occupying a 22,000 square-foot space, FTW will impart innovative digital art content and a sleek sophistication.

Featuring a chef-driven gastropub that will delight even the most discerning foodie, FTW will offer a complete culinary program of playful American-comfort cuisine, dim sum-style cart service, ready-to-eat bites and more. Guests will enjoy a full service bar featuring a medley of craft beers on tap, and a Victorian-inspired classic cocktail menu all alongside bowling and intimate live-music.

“For The Win takes interactive fun and dining to a whole new level and creates an atmosphere like no other, which is what American Dream is all about,” said **Don Ghermezian, President, Triple Five**. “American Dream continues to bring new and innovative experiences to the New York Metropolitan area. No place else in the world can match the quantity and quality of entertainment offerings that we have at American Dream.”

ABOUT LUCKY STRIKE ENTERTAINMENT

Lucky Strike Entertainment is the creator and operator of a variety of entertainment concepts throughout the country that cater to any age, featuring premium bowling, restaurants, bars, live music, dance clubs, billiards and game rooms. Lucky Strike has been universally recognized in the media as the leading brand in the boutique bowling category. With state-of-the-art private and semi-private function rooms, Lucky Strike has hosted countless entertainment and sports celebrities, thousands of corporate and private events and has contributed to hundreds of charities. Lucky Strike Entertainment was founded in 2003 by Steven and Gillian Foster and Kevin Troy, with the opening of Lucky Strike in the heart of Hollywood. The global entertainment company continues to grow, recently opening its 16th venue nationally in Albany, NY. For more information, please visit www.bowlluckystrike.com.

ABOUT AMERICAN DREAM

American Dream, a world-class destination, is being developed by Triple Five Group of Companies, owners of the two largest shopping and entertainment centers in North America – Mall of America and West Edmonton Mall.

American Dream is located in Bergen County, New Jersey at the Meadowlands Sports Complex at the intersection of three major highways – I-95, Route 3, Route 120 - that service over 100 Million vehicles annually. American Dream is located in the heart of the New York Metropolitan area with over 21 million residents and 58 million domestic and international tourists annually. The project is serviced by three of the largest airports in the US – Newark, LaGuardia and JFK International with 110 million travelers annually and is connected by passenger rail service to Penn Station New York.

American Dream is approximately 3 million square feet and will redefine the customer experience in shopping and leisure with a unique combination of retail, dining, entertainment and attractions - all in one location. Anchor tenants Saks Fifth Avenue and Lord & Taylor -- along with over 450 retail, food and specialty shops -- are complimented by North America's largest fully-enclosed indoor DreamWorks Water Park, Amusement Park and a 16-story Big Snow Indoor Ski & Snow Park; a 1,500 seat live Performing Arts Theater; 285-foot tall Observation Wheel; luxury movie theatres by Cinemex; 70,000 square foot Sea Life Aquarium & Lego Discovery Center; NHL-size Ice Rink; and an 18-hole miniature golf course. The center also features The Collections – a 460,000 square foot luxury and fashion area and The Dining Terrace – a collection of fifteen full-service restaurants showcased in one location.

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