

SHOWBIZ PIZZA PLACE



**BILLY BOB PRESENTS...
A WHOLE
NEW WORLD
OF FAMILY
FUN & FOOD!**

SM

COME FOR THE PIZZA... STAY FOR THE FUN!®

The Rock-Afire Explosion, a three-dimensional group of animated characters who perform exciting, fast-paced shows on three stages, are the hit of every ShowBiz Pizza Place®!

The life-like movements of Billy Bob, Fatz, Mitzi and the crew are synchronized to music through the technical wizardry of "Electronimation." This technique is a unique application of computer technology and was conceived by youthful inventor Aaron Fechter, president of Creative Engineering, Inc., 20% owner of ShowBiz Pizza Place. Fechter and a brilliant team of engineers and musicians in Orlando, Florida provide the electronic genius and entertainment skills that make this the most sophisticated stage show this side of reality!



OVER 60 GAMES!

Add to this a quality menu, over 60 of the newest electronic games, a Sports Room for group parties, and a gift shop with over 75 items, and you have a virtual family vacation event close to home.

The first ShowBiz Pizza Place opened to overwhelmingly favorable response in Kansas City, Missouri, in March of 1980. Since that time, dozens of the popular food-and-entertainment centers have opened in several states, with more scheduled openings each week.



GREAT FOOD!

Pizza, a fresh salad bar, deli sandwiches, soft drinks, ice cream, and beer and wine in most restaurants, make up the menu at ShowBiz Pizza Place. The combination of good food and good fun is summed up in the theme: "Come For The Pizza, Stay For The Fun!®"

ShowBiz Pizza Place, Inc., was originated by Brock Hotel Corporation and is a natural extension of the company's experience in entertainment and restaurant service. BHC, 80% owner of ShowBiz Pizza Place, Inc., also operates over 60 hotels in 21 states. The company is the leading developer of Holidome® Indoor Recreation Centers, and operates a number of successful resorts, theme restaurants and a restaurant supply company.

FOR MORE INFORMATION CONTACT:

ShowBiz Pizza Place, Inc.
4441 W. Airport Frwy
Irving, Texas 75062 U.S.A.
(214) 258-8507



SENSATIONAL FREE SHOWS!



SHOWBIZ PIZZA PLACE FACT SHEET

Saginaw SHOWBIZ PIZZA PLACE
5105 Bay Rd.
Phone - 517/791-1116
Manager - Richard Bucich
Hours - 11 AM to 11 PM, Sun. through Thurs.
11 AM to Midnight, Fri. and Sat.
Building Area - 10,200 Sq. Ft.

SHOWBIZ PIZZA PLACE, INC.

Home Office - Topeka Kansas
First Restaurant - Kansas City, Missouri - opened March 3, 1980
Owned 80% by Brock Hotel Corporation
Restaurant locations now open or opening soon - Amarillo, Atlanta (3), Austin (2), Baton Rouge, Bradenton (Florida), Cedar Falls, Cedar Rapids, Chicago (3), Cincinnati, Colorado Springs, Columbia (Missouri), Columbus (Georgia), Columbus (Ohio), Dallas-Fort Worth (3), Davenport, Dayton, Denver (4), Des Moines, Dublin (California), Houston (5), Huntsville (Alabama), Indianapolis (3), Fort Collins (Colorado), Fort Lauderdale, Fort Wayne (Indiana), Jacksonville (2), Kansas City (5), Milwaukee (2), Minneapolis/St. Paul (3), Mobile (Alabama), New Orleans (2), Oklahoma City (3), Omaha, Orlando (3), Pensacola, Plantation (Florida), St. Louis (2), Salina (Kansas), San Antonio, Sharonville (Ohio), Tampa (2), Topeka (Kansas), Springfield (Illinois), Tulsa and Wichita (2).

BROCK HOTEL CORPORATION

Robert L. Brock, Chairman and President
Home Office - Topeka, Kansas
Owns or leases more than 60 hotel and resort properties in 22 states.

CREATIVE ENGINEERING, INC. (Creators of the animated entertainment)

Aaron Fechter, President
Home Office - Orlando, Florida

"THE ROCK-AFIRE EXPLOSION"

Center stage - Dook, drummer
 Fatz, keyboard
 Beach Bear, guitar
 Mitzi, vocalist
Stage to left of audience - Rolfe de Wolfe
 Earl Schmerle, hand puppet
Stage to right of audience - Billy Bob, guitar
 Looney Bird



MENU

Pizza	Soft Drinks	Sandwiches
Hot Dogs	Beer	Salad Bar
Ice Cream	Wine	Cotton Candy

ROOMS

Show Room - Animated Show

Play Room - Over 60 new electronic games

Sports Room - Big Screen TV, sit-down electronic games

Gift Shop - Souvenirs



FOR MORE INFORMATION CONTACT:

Don Morgan

Emerson/Nichols/Bailey, Inc.

214/257-0123

NEWS RELEASE

October 6, 1982

News Release for immediate use



SHOWBIZ MAJOR NEW BUSINESS IN SAGINAW


The new ShowBiz Pizza Place, opening Wednesday, October 13th at 5105 Bay Rd. in Saginaw, represents a substantial investment in the local business community. The restaurant/entertainment facility encompasses more than 10,200 square feet and can accommodate over 370 customers at a time. The building and fixtures represent an investment of more than one and one fourth million dollars.

The Saginaw restaurant is the 106th addition to the rapidly growing chain of ShowBiz Pizza Places, which are already open in 18 states, mostly in the Midwest, South and Southeast. Saginaw manager Richard Bucich said that his restaurant will have 55 employees and, he added, "Our payroll will run well over \$400,000 a year."

ShowBiz restaurants are combination dining and entertainment establishments. In addition to a menu which includes pizza, sandwiches, salad bar, ice cream, cotton candy, soft drinks, wine and beer, there are over 60 new electronic games and a dining room featuring a 42-foot stage with life-size animated characters who sing and entertain every few minutes.

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The restaurants are divided into three basic areas: The dining room with the stage, a playroom for the games and a room with a wide-screen television and several sit-down games.

ShowBiz Pizza Places are a natural extension of the entertainment and restaurant experience of the Brock Hotel Corporation, 80% owner of the chain. ShowBiz Pizza Place, Inc., was originated by BHC, which also operates 61 hotels in 21 states, all owned or leased by the company.

Brock Hotel Corporation is the leading national developer of Holidome Fun Centers. The company also operates a number of successful resort properties, theme restaurants and a restaurant supply company.

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NEWS RELEASE

FOR IMMEDIATE RELEASE:



Eight hilarious animated characters, over 60 new electronic games, pizza, a salad bar and more combine to create ShowBiz Pizza Place, opening in Saginaw at 5105 Bay Rd. on Wednesday, October 13th.

The Saginaw restaurant will be the 106th ShowBiz Pizza Place, most of which are located in the midwest and south.


One of the main attractions of this family-oriented restaurant is a zany group of animated, bigger than life, animal characters who seem almost alive as they sing, play instruments and perform comedy routines.

Billy Bob, an amiable hillbilly bear, and the Birthday Bird, his Happy "Bird-day" Buddy, serve as hosts. In addition to appearing in the show, Billy Bob, impersonated by an actor in a costume, circulates among the crowd making visitors welcome and serving as a special host at children's birthday parties.

"The Rock-Afire Explosion" includes Rolfe de Wolfe, the MC; Fatz, a piano-playing gorilla who has proven to be the hit of the show; Dook, the dog drummer; Beach Bear, guitarist; Mitzi, the mouse vocalist; and the hilarious Looney Bird, a sort of heckler to the whole performance. A new show is presented every few minutes.

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In addition to the entertainment, ShowBiz Pizza Place features a Play Room with over sixty new electronic games and a special section for children with scaled-down games, a slide, merry-go-round and a magic cave. Free game tokens are given with food orders.



There are two dining rooms, the Show Room and the Sports Room. The Sports Room has a warm, rustic decor and the walls feature pictures of local athletes and teams. There is also a big-screen TV and numerous sit-down video games.


The pizzas are made from fresh dough daily and have gained a superior rating in recent independent surveys. A salad bar, sandwiches, ice cream, soft drinks and beer complete the menu.

"The Rock-Afire Explosion" is the brain child of Aaron Fechter, a 27-year old inventor businessman whose Orlando, Florida, company designs and builds all of the shows for ShowBiz Pizza Place.

Fechter graduated from the University of South Florida at 19 and built his first Electronimated show at the age of 21. His electronic genius was obvious at an early age. At four, he took radios apart. At five, he put them back together again. At eleven, he had a TV repair business but, he says, "I had to close that down because I couldn't lift the sets!"

ShowBiz Pizza Place, Inc., is a co-development of Brock Hotel Corporation (formerly Topeka Inn Management, Inc.) and Fechter's company, Creative Engineering, Inc., owned 80% by BHC. Brock Hotel Corporation operates more than 60 hotels and resort properties in 22 states. BHC is headed by Robert L. Brock, who built the company from a single Holiday Inn in Topeka, Kansas, into one of the nation's largest and most successful food and lodging chains.

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ShowBiz Pizza Place is a natural extension of the company's highly successful background in both food service and family entertainment. Brock Hotel Corporation was the first full-scale developer of the Holiday Inn Holidome concept, a giant indoor family entertainment center. The concept has proven to be one of the most successful in the hotel industry and BHC's role in its development has been nationally recognized. The company also ranks among the nation's largest in total food sales.

ShowBiz Pizza Place locations, either presently open or which will open soon, are in the following cities: Amarillo, Atlanta, Austin, Baton Rouge, Bradenton (Florida), Cedar Falls, Cedar Rapids, Chicago, Cincinnati, Colorado Springs, Columbia (Missouri), Columbus (Georgia), Columbus (Ohio), Dallas-Fort Worth, Davenport, Dayton, Denver, Des Moines, Dublin (California), Fort Collins (Colorado), Fort Lauderdale, Fort Wayne (Indiana), Houston, Huntsville, Indianapolis, Jacksonville, Kansas City, Milwaukee, Minneapolis/St. Paul, Mobile, New Orleans, Oklahoma City, Omaha, Orlando, Pensacola, Plantation (Florida), St. Louis, Salina (Kansas), San Antonio, Sharonville (Ohio), Springfield (Illinois), Tampa, Topeka, Tulsa and Wichita.

Franchised locations will also be opening, with the first scheduled for June. Included in the franchised locations opening soon are: Nashville, Reno, Memphis, Las Vegas, Seattle, Miami, Little Rock, Washington D.C., and Knoxville. Projections indicate that by the end of 1983, over 40 franchised locations will be open, with plans for still further growth of franchised ShowBiz Pizza Places.

SHOWBIZ PIZZA PLACE SAGINAW, MI
GRAND OPENING PROMO FOLDER
(With included data / press release sheets)

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