



BILLIARD CONGRESS
OF AMERICA

Contact: Shane Tyree
BCA Membership and Communications Coordinator,
shane@bca-pool.com
303.243.5070
bca-pool.com _ GenerationPool.com _ bcaexpo.com

FOR IMMEDIATE RELEASE

Billiard Congress of America Inks Deal with Coca-Cola National Account Pricing for Billiard Congress of America Members

Broomfield, Colo. - September 22, 2010 -- The Billiard Congress of America today announced it has finalized an unprecedented national partnership with Coca-Cola that provides pool room members of the association with national account pricing on the Coca-Cola family of products. In addition to preferred pricing, members of the Billiard Congress of America committing to exclusively pour Coca-Cola product receive free state-of-the-art equipment, national promotions and business building support.

"We are thrilled that the recognized global leader in the beverage industry has committed to being the 'Official Soft Drink of Billiards,'" said Billiard Congress of America CEO Rob Johnson. "A partnership with Coca-Cola enables the Billiard Congress of America to better fulfill our mission of 'enhancing the success of our members and promoting the game of billiards.' Pool room operators will realize bottom-line savings and outstanding support and partnership from Coca-Cola, while the entire industry is going to benefit from Coca-Cola's commitment to promoting the game of billiards."

"This is a very exciting opportunity for The Coca-Cola Company. Providing superior customer service, beverage category expertise, and leadership results will be our commitment to the pool room operators and the billiard industry," said Coca-Cola Enterprise Account Executive Ed Naudin. "Growing the entire beverage category and driving beverage profitability with relevant programming will be critical to our future and long term success."

More Benefits Than Just Coca-Cola

Other new membership benefits and direct savings available to Billiard Congress of America room operator members include a First Data merchant credit card discount program, Sysco Foodservices rebate program and a Web site development and hosting service.

First Data is offering Billiard Congress of America room operator members exceptional rates and service for credit card processing. At a rate of cost plus 5 cents, Billiard Congress of America members taking advantage of the program are directly improving their bottom line.

"We have provided more than 50 analyses of merchant card statements from pool room operators and in every instance our First Data program provides more than \$450 in annual savings to our pool room operators," said Johnson. "These programs are aimed at providing real, tangible savings."

Billiard Congress of America room operator members who purchase products through Sysco Foodservices are eligible to receive rebates, or FREE money, on many of the products they are regularly purchasing.

For as low as \$380 a year, Billiard Congress of America room operator members receive a Web site template and yearly hosting fees. The Web site template is designed with the most critical features important to a pool room. The features include the following options: event listing and calendar, video and photo gallery, couponing, custom forms, custom pages and an email list manager.

Pool room operators interested in learning more about the Coca-Cola, First Data, Sysco Foodservices and BCA Web Services member benefits program are encouraged to contact Billy Yinger at 1-800-343-1329, ext. 8432. More information can also be found at bca-pool.com.

Membership Savings Guaranteed

The Billiard Congress of America is so convinced pool room operators are going to realize significant savings through these programs, the association is guaranteeing a return on investment by participating in the programs. As such, if a Billiard Congress of America member participates in the Coca-Cola and First Data programs for one full year and doesn't realize more savings than the cost of a Billiard Congress of America annual membership, the Billiard Congress of America will refund their annual dues.

The partnership with Coca-Cola, First Data and Sysco Foodservices is the direct result of BankShot Entertainment. BankShot Entertainment is the new marketing and activation division of the Billiard Congress of America.

About Billiard Congress of America

Founded in 1948, the Billiard Congress of America is a non-profit trade organization dedicated to growing a united, prosperous and highly regarded billiard industry through BCA leadership. The BCA seeks to enhance the success of its members and promote the game of billiards through educational, marketing and promotional efforts, annual industry trade shows, tournaments and other programs designed to encourage billiards as a lifestyle and make pool everybody's game. For more information, visit www.bca-pool.com or call 303.243.5070.

About BankShot Entertainment

Created in 2010, BankShot Entertainment is the marketing and activation division of the Billiard Congress of America. BankShot Entertainment has the responsibility of helping increase the profitability of billiard businesses, including pool rooms and retail stores, by researching and negotiating partnerships with nationally recognized companies that offer discounted products, services and rebates. BankShot Entertainment will also secure marketing partnerships outside the billiard industry that will help increase participation in, and awareness of, pocket billiards. Through the BankShot Entertainment group purchasing and rebate programs, pool rooms and retailers will enjoy the same purchasing power normally reserved for Fortune 500 companies. For more information, please visit BankShotEntertainment.com or call 800.343.1329 ext 8432