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INDUSTRY RALLIES FOR 27TH ANNUAL BCA EXPO
--Exhibit Hall and Pre-Registration Reflect Growth in 2010--

Broomfield, Colorado –May 13, 2010 –With the 2010 International Billiard & Home Recreation Expo (BCA Expo) rapidly approaching, the Billiard Congress of America (BCA) is pleased to report exhibit booth sales and attendee pre-registration are sharply ahead of last year’s Expo.

When comparing attendee pre-registration, this year’s numbers reflect an 18 percent increase from last year at this time. Additionally, booth sales have already surpassed last year’s total number of 411 booths.

In a warming economy, both manufacturers and distributors have chosen the 2010 BCA Expo as a platform to launch new products and extend support for the home recreation industry. Currently, 113 companies have contracted to exhibit in 2010. On average those exhibiting are also committing to larger exhibit spaces than in 2009.

Additionally, as of this announcement, 22 new companies will exhibit at the 2010 Expo. New products include spas, saunas, tanning beds, casual furniture, cue accessories and much more.

“We are encouraged to see the industry pulling together to climb out of this dismal economy,” said BCA Chairman, Ivan Lee. “After months of survival strategies, retailers of all kinds are seeking new products for their stores, new ideas for profitability and new networking opportunities to create a stronger future, while manufacturers are offering new products and Expo-only special pricing.”

“The BCA Expo remains the gathering place for the industry to connect face to face, and this year will be more dynamic with a great lineup of seminars, industry discussions and opportunities for folks to share ideas, progress and concerns with their peers,” commented BCA CEO Rob Johnson. “The strong pace of retail and room operator registrations, along with the increase in returning and new exhibitors, indicates a positive attitude within the entire home recreation industry.”

About the International Billiard & Home Recreation Expo

Established in 1983, The International Billiard & Home Recreation Expo provides industry manufacturers, distributors, retailers, dealers and poolroom operators an annual venue for new business opportunities, including education, new products and networking. The International Billiard & Home Entertainment Expo is sponsored exclusively by the Billiard Congress of America. For more information, please visit <http://www.bcaexpo.com> or call 303.243.5070, extension 23.

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 education, marketing and promotional efforts, an annual industry trade show and other programs designed to encourage billiards as a lifestyle and make pool everybody's game. For more information, please visit <http://www.bca-pool.com> or call 303.243.5070.