

PRESS RELEASE  
09/25/09

For Immediate Release  
Contact:  
Amy Bannon  
Land Line, 202-789-1940  
Cell Phone, 202-271-3818

---

## Sports Retail Franchise Eyes Philadelphia Market for Expansion

(WESTMINSTER, Md.) - A retail chain catering to ultimate sports fans, homegame aficionados and home theater lovers has selected Philadelphia as the top market in the nation where it has strategically planned to open three stores by the end of 2010.

HomeGamers is a mall-based franchise concept that boasts a 6,000 square foot plus showroom featuring full lines of licensed sporting goods for fans of professional and college teams including hard-to-get items like logoed barbeque grills and canopies for tailgating all the way up to team recliners and pool tables. It also carries furnishings and décor for home gameroom and home theaters including merchandise such as air hockey tables, arcade games, foosball tables, juke boxes, home bars and stools, and pinball machines.

"We selected Philadelphia because it has the most avid sports fans in the nation, definitely the 'ultimate sports fan,' which is our customer base," explained HomeGamers Partner Seth Richards who is a Philadelphia resident. "We sell a lot of licensed sports merchandise, which tends to increase in sales whenever the sport is in season, and with the Eagles, Phillies, Flyers, 76ers, and soon the Philadelphia Unions you pretty much have year round play-and sales."

Richards went on to say that the city's geographic location and development lent itself well to their franchise concept: "Philadelphia is also a stone's throw from our Maryland headquarters so we know we can provide optimum support to franchisees there," he explained. "Plus our real estate studies have indicated that there are many attractive Regional Malls in the Philadelphia ADA which would be ideal for our business model."

Richards became partners in the retail chain after learning about it through his college alumnus and fraternity brother, HomeGamers President Marc Heyman, who had founded the business with his business partner Jeff Hinton. Heyman told him about his business that had dedicated sports fans driving miles and miles to go and shop for the gear to support their teams. Richards is an avid football fan so it was no coincidence that this conversation took place at their alma mater's Homecoming Game.

Richards made a special trip to Westminster, Md. to see the corporate store and his first words were "There is a need for this in other markets, you should franchise this." He then joined forces with Heyman and Hinton and they focused on growing the business.

Richards' assessment about there being a need for this in other markets was correct. Since launching the franchise program a year ago they have already sold a franchise that opened yesterday in Waldorf, Md. serving Washington DC sports fans. Richards noted that the chain has also received numerous inquiries from people in major sports markets in other states interested in bringing a HomeGamers to their community.

Part of the strength of their business concept, Richards explained, is that they have tapped into an underserved hybrid industry: "We are the only franchise in this hybrid industry that straddles established NAICS industries like Furniture Stores, Sporting Good Stores, and Family Clothing Stores within the retail sector." These three industries reported more than \$88 billion in sales to the U.S. Census according to the "2002 Economic Census, Retail Trade" report issued in October 2005.

Richards said that he is looking forward to selling the first franchise in Philadelphia because "I am an

avid Eagles fan and I follow the other Philly teams, too. Sporting events are a part of our culture here and I would like to help my fellow residents enjoy it in a really big way."

#### About HomeGamers

HomeGamers ([www.homegamers.net](http://www.homegamers.net)) is a franchised retail store catering to the needs of sports fans and those serious about their home theaters and home gamerooms. The 6,000 square foot plus showroom contains a full line of licensed sporting goods merchandise for the MLS, NBA, NCAA, NFL, NHL, MLB and college teams including such hard-to-find team logoed items as bar stools, barbeque grills, coolers, coozies, pool tables, pub tables and tailgating canopies. Products for the home theater and home game room include a wide array of air hockey tables, classic and new arcade games, foosball tables, home bars and stools, home theater seating, juke boxes, neon signs, pinball machines, slot machines, soft drink machines and specialty clocks. Headquartered in Westminster, Maryland, the retail concept was founded by partners Marc Heyman and Jeff Hinton in March 2007 who later partnered with Philadelphia, Pa.-resident Seth Richards.

# # #