

PRESS RELEASE
9/25/09

For Immediate Release
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Westminster Retail Chain Opens Its First Franchise in Waldorf

(WESTMINSTER, Md.) - A retail chain headquartered in Westminster opened its first franchise at the St. Charles Towne Center Mall in Waldorf yesterday.

HomeGamers is a franchised superstore that caters to ultimate sports fans and those serious about their home theaters and game rooms. The store concept boasts a 6,000 square foot plus showroom featuring full lines of licensed sporting goods for professional and college teams including hard-to-get items like logoed barbecue grills and canopies for tailgating all the way up to team recliners and pool tables. It also carries furnishings and décor for lifestyle rooms like air hockey tables, arcade games, foosball tables, juke boxes, home bars and stools, and pinball machines.

"We started this franchise because we saw a real need for it in the community and in all of the major sports markets across the nation," explained HomeGamers President Marc Heyman. "I had a frustrating experience trying to outfit my home game room. I couldn't find the assortment of what I wanted anywhere. I even tried buying a pool table online, only to have it arrive broken! That was when I decided to create a store with a huge showroom where you could go and see a bunch of options, have help from sales staff who actually know their inventory, and pick what is right for you."

Heyman's business partner, Sykesville resident Jeff Hinton, was driven by his desire to find a store that carried hard-to-find Ravens merchandise. "HomeGamers is the result of my quest to have the 'whole NFL experience.' For me, I'm a tailgater, and I want to buy tailgating equipment to enhance my experience. Someone else may be a home theater person and their 'whole NFL experience' is having a line of Eagles recliners pointing at their big screen TV. I wanted a store that could provide for the 'whole NFL experience' however a fan wants to experience it."

Hinton and Heyman joined forces and opened the first HomeGamers store in March 2007 in the Town Mall of Westminster and since then business has been brisk. They launched their franchise program the following year and the new franchise located in Waldorf is their first unit to open. Hinton said that the chain has also received numerous other inquiries from people in major sports markets interested in bringing a HomeGamers to their community.

"We decided to franchise because we realized that we really tapped into a huge and underserved market," explained Finksburg resident Heyman. "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.

HomeGamers franchisee Chris Guldi said that he is excited about opening the new store: "It's a great concept with superb support from the franchise system. It's a good feeling to know that you're in business for yourself but not by yourself, which is what a franchise offers you."

About HomeGamers

HomeGamers (www.homegamers.net) is a franchised retail store catering to the needs of sports fans and those serious about their home theaters and game rooms. The 6,000 - 9,500 square foot

showroom contains a full line of licensed sporting goods merchandise for the 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 game rooms and home theaters 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 to franchise the concept nationally.

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