

Sky Zone® Brand Differentiation

Special Aspects Of Our Brand	Sky Zone®	Bounce!® Trampoline Sports	Chuck E Cheese'®	Pump It Up®	FECs and Theme Parks	Local Trampoline Park Operator
World's First Indoor Trampoline Park - #1 US Market Share	Yes	No	No	No	No	No
Over 100 parks open in four countries	Yes	No	No	No	No	No
Fun & Fitness' "health and wellness" categories	Yes	Yes	No	No	No	Yes
Proprietary differentiated equipment designed, manufactured and installed by Sky Zone	Yes	No	No	No	No	No
Strong technology systems - custom POS/CRM	Yes	N/A	Yes	No	Some	No
CEO on Undercover Boss®	Yes	No	No	No	No	No
SkyRobics, SkyCamp, SkyKids, dodgeball leagues	Yes	Yes	No	No	No	No
Executive team with global and top brand experience	Yes	No	Yes	No	Yes	No
INC Magazine Top 500 Companies - ranked #152	Yes	No	No	No	No	No
Ranked in the top 50 of all US franchises by Franchise Business Review	Yes	No	No	No	No	No
One of Forbes most promising growing companies - #55	Yes	No	No	No	No	No
Ages 6-25 broad customer demographic	Yes	Yes	No	No	Yes	Yes
Multiple awards for being an innovative company and brand	Yes	No	No	No	No	No
Massive PR, including 'New York Times' and 'Wall Street Journal'	Yes	No	No	No	No	No
Birthday Party and special event facility	Yes	Yes	Yes	Yes	Some	Yes
Strong safety record and well established procedures	Yes	N/A	Yes	Yes	Yes	No
A multi-million dollar global marketing budget	Yes	No	Yes	No	Some	No
World class training and support systems Including online	Yes	No	Yes	No	Some	No