



For immediate release:

World Bowling and QubicaAMF Work to Form a New Partnership

Lausanne, March 9, 2020 – World Bowling, the international governing body for tenpin, ninepin and ParaBowling, and QubicaAMF Worldwide (QubicaAMF), the largest bowling products company in the world, are excited to announce they have entered into a Memorandum of Understanding to form a new partnership where QubicaAMF will become the exclusive bowling equipment, lane maintenance and technology innovation partner for World Bowling and all World Bowling Championships, World Bowling Tour Finals and WBX.

Andrew Oram, CEO of World Bowling comments, “This is momentous for World Bowling. To engage with QubicaAMF, the leader and innovator in the bowling industry, who share a similar philosophy and passion for the sport, will help to bring a greater alignment and awareness of the needs of bowling proprietors from around the world to increase the levels of participation globally.”

As part of the agreement, World Bowling will host all World Championships within QubicaAMF equipped centers and use QubicaAMF equipment for all World Level events, including continental zone championships. World Bowling’s new commercial and strategic plan will allow for direct invitation to bowling center proprietors to host events in preference to the historic method of a response to a bidding process. Events will be spread across all five World Bowling Zones with a focus on expanding relationships with its 114 Member Federations and Bowling proprietors.

“We are honored and thrilled at the opportunity of being the exclusive bowling equipment, maintenance and innovation provider for World Bowling,” said Emanuele Govoni, CEO of QubicaAMF. “We are particularly excited to introduce new technologies to World Bowling events that support their strategic initiatives, expand the reach of their events and continue to grow the sport globally.”

In addition, World Bowling and QubicaAMF will merge the existing QubicaAMF Bowling World Cup and the World Bowling Singles World Championships into one annual event that will continue to be called QubicaAMF Bowling World Cup.

This new event will also include the inaugural ParaBowling World Cup (“PWC”) recognised via the International Paralympic Committee (“IPC”) following the recognition of World Bowling as the international body for ParaBowling in 2019. The PWC will run as a standalone event though in direct relationship to the QubicaAMF Bowling World Cup and in the same location each year. In 2020 both events will be hosted in Kuwait City from November 8th to 21st.

“QubicaAMF is committed to the sport of bowling—from developing the most innovative products for leagues and tournaments to organizing the QubicaAMF Bowling World Cup, the largest annual sporting event in terms of number of participating countries. Celebrating the 56th anniversary this

year in Kuwait will be even more special as we do this in conjunction with the World Bowling Singles Championships and the ParaBowling World Cup,” continues Govoni. “These events together will promote the sport of bowling at all levels around the world like never before.”

“Since the very initial discussions with QubicaAMF, they have shown that they will be an incredible partner as we launch new strategic initiatives to build on the past successes and bring World Bowling events to new locations, new audiences and new fans globally,” Oram continues. “We are blessed with incredible athletes who deserve global visibility in the best events possible. QubicaAMF and its network will help us further in making this possible.”

###

About World Bowling

World Bowling is the International governing body for the sport of Tenpin, Ninepin and the newly formed ParaBowling representing five continental zones and 114 member federations.

World Bowling was recognized by the International Olympic Committee (IOC) in 1979 as the world governing body for the sport of Bowling and by the International Paralympic Committee (IPC) in 2019 for ParaBowling.

For any enquiries: World Bowling Media department at media@worldbowling.org

About QubicaAMF Worldwide

QubicaAMF is the largest and most innovative bowling equipment provider in the world with 600 employees worldwide. We build and modernize more bowling entertainment centers than any other company in the industry and have an installed base of more than 13,000 centers in 90 countries. The company has a sales and distribution network with worldwide reach and maintains the largest R&D team for electro-mechanical products, software, electronics and entertainment systems in the industry.

QubicaAMF has over 100 years of experience and can provide the perfect combination of bowling equipment, products and services for new or existing bowling entertainment centers, FECs, Cinemas or any other facility in the hospitality, retail or restaurant industry.

Our ongoing mission is *Making Bowling Amazing*. We are convinced that bowling has so much more potential to attract and entertain even more people. With our products, we will help our customers fully unleash that potential.

The company has U.S. headquarters in Richmond, Virginia and European headquarters in Bologna, Italy. To learn more visit www.qubicaamf.com.