ShowBiz Pizza Time, Inc.



FRANCHISE NEWS



#20

December 12, 1986

WEEKLY SALES

AVERAGES FOR WEEK ENDING 12-07-86

SPP Franchised Units (71): \$15,066 SPP Company Units (90): \$17,212 CEC Franchised Units (86): \$13,889 CEC Company Units (28): \$18,973

ShowBiz Pizza Place and Chuck E. Cheese

Average of Top 20 Units = \$21,580

- San Jose (Tully), CA M.C.A. & Associates
- Tacoma, WA Northwest Partners V
- Portland, OR Computerized Entertainment Concepts
- 4. Milwaukee (Chase),WI R.C. Schmidt, Jr.
- 5. Burnaby, BC Nintendo Entertainment Centres
- 6. Syracuse, NY
 - Pizza Time of New York
- 7. Albany, NY Pizza Time of New York
- Lafayette, LA Acadiana Productions
- 9. Victoria Park, ONT
 All Canadian Pizza Shows
- 10. Albany, NY Pizza Time of New York
- 11. Huntington, WV Huntington Entertainment
- 12. Chattanooga, TN
 McBiz Corporation
- Valencia, CA ARC Pizza Holding Co.
- 14. Salt Lake City, UT
 Family Entertainment
 Developers
- 15. Bridgeville, PA
 McKnight Family
 Centers #3
- 16. little Rock #2, AR
 Harold Burlingame
- 17. Virginia Beach, VA
 Adventure Restaurant
 Corporation
- 18. Victorville, CA

 Backyard Investment
 Group
- 19. Knoxville, TN Gary Long
- 20. West Mifflin, PA
 McKnight Family
 Centers #3

Chuck E. Cheese

Average of Top 20 Units = \$21,580

- San Jose (Tully), CA M.C.A. & Associates
- Tacoma, WA Northwest Partners V
- Portland, OR Computerized Entertainment Concepts
- 4. Milwaukee (Chase), WI R. C. Schmidt, Jr.
- 5. Burnaby, BC
 Nintendo Entertainment
 Centres
- 6. Syracuse, NY
 Pizza Time of New York
- 7. Greece, NY
 Pizza Time of New York
- 8. Victoria Park, ONT
 All Canadian Pizza Shows
- 9. Albany, NY
 Pizza Time of New York
- 10. Valencia, CA ARC Pizza Holding Co.
- 11. Bridgeville, PA
 McKnight Family
 Centers #3
- 12. Anchorage, AK
 Caudle & Associates
- 13. Victorville, CA

 Backyard Investment
 Group
- 14. West Mifflin, PA McKnight Family Centers #3
- 15. El Toro, CA F.E.C., Inc.
- 16. West Allis, WI R. C. Schmidt, Jr.
- 17. Monroeville, PA
 McKnight Family
 Centers
- 18. Louisville #2, KY Family Entertainment
- Hayward, CA Ulrike-Grandjean Corp.
- 20. Tukwila, WA Northwest Partners IV

ShowBiz Pizza Place

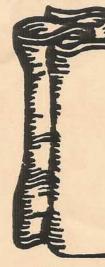
Average of Top 20 Units = \$17,900

- 1. Lafayette, LA Acadiana Productions
- Huntington, WV Huntington Entertainment
- Chattanooga, TN McBiz Corporation
- 4. Salt Lake City, UT
 Family Entertainment
 Developers
- 5. Little Rock #2, AR
 Harold Burlingame
- 6. Virginia Beach, VA
 Adventure Restaurant
 Corporation
- 7. Knoxville, TN Gary Long
- 8. Honolulu, HI
 Pal Anderson Enterprises
 Corporation
- 9. Nashville #2, TN BAM, Inc.
- 10. Allentown, PA
 Wellington Development
 of Florida
- 11. Parkersburg, WV
 Trio Foods Enterprises
- 12. Davenport, IA

 McBiz Corporation

 13. Charlotte, NC
- Adventure Restaurant
- 14. Memphis #2, TN
 McBiz Corporation
- 15. Fargo, ND Great Plains Associates
- 16. Fayetteville, NC
 Adventure Restaurant
- Adventure Restaurant Corporation
 17. Greenville, SC
- McBiz Corp.

 18. Little Rock #1, AR
- 18. Little Rock #1, AR
 Harold Burlingame
- 19. Nashville #1, TN BAM, Inc.
- 20. Jacksonville, FL Orange Pk.
 Wellington Development
 of Florida



MARKETING & ADVERTISING



#20

Page 2

FREE STANDING INSERTS

The November 30 Free Standing Insert that hit all company stores and 47 franchised locations, appears working well in most locations. to be week ending December 7, the first full week of the promotion, Company stores averaged \$17,630, which is a 23% sales increase over the same week last year. The entire franchised system (ShowBiz and Chuck E. combined) averaged \$14,325, which is a 13.8% increase over last The average increase of those franchised locations participating in the November 30 insert was 16.7%.

As for sales dollar increase, 18 of the 47 franchised locations participating had over a \$3,000 increase for the week, and 8 stores enjoyed over a \$5,000 increase for the week! (Again, all sales are compared to same week last year.)

There are numerous other influences which affected sales for this week, ie. weather, TV commercial schedules, other advertising programs which are running, etc. But, the company does highly recommend the Free Standing Inserts as the #1 promotional tool in your overall marketing program. A balance program between TV and Free Standing Inserts has drastically impacted company sales during 1986.

Future dates that you may wish to consider participating with the Company are:

Insert Date	Order form Available	Commitmer Deadline	Payment Deadline
5/10/87	1/12/87	2/2/87	3/2/87
6/21/87		3/16/87	4/13/87
9/13/87		6/8/87	7/6/87
12/6/87	8/10/87	8/31/87	9/28/87

SPT, INC. FRANCHISE NEWS

(Issue #20 - December 12, 1986)

Date of Origin: 1986 Archived: 8-12-20 Submission by Sptweb Version 1.0

The documents contained herein are for educational use only. Please do not replicate, redistribute, or make any unauthorized printings. All intellectual property including characters, artwork, photography, and slogans are trademark and/or copyright their respective owners.

