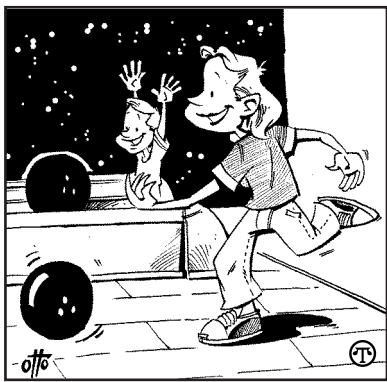


SPORTS SHORTS

Bowling Is Getting Xtreme

(NAPSA)—Move over skateboarding. See you later rock climbing. The newest wrinkle in Xtreme sports may involve a glowing bowling pin.



An Xtreme approach is offering the public what's described as a new twist on bowling.

The sport of bowling is undergoing a makeover. The latest trend—which got its start in 1997—emphasizes excitement, individual challenges and a rock 'n' roll attitude.

With music and decor that makes a bowling center look more like a nightclub, Xtreme bowling offers thumping music, flashing lights and balls and pins that glow in the dark. A flexible bumper system keeps balls out of the gutter and flashes on and off to create an airport runway effect.

The driving force behind this movement is a name familiar to many bowling enthusiasts—AMF. According to Jeff Stein, Director, Marketing, U.S. Bowling Centers at AMF, "It offers the public a new twist on bowling."

For example, bowling centers that feature Xtreme bowling offer lanes that spring alive with bright colors. Laser lights, smoke machines and glow-in-the-dark pins and bowling balls all set the stage, transforming the bowling alley into an ultra-hip dance palace.

According to Stein, many people are surprised by Xtreme bowling's broad appeal.

"We knew it would work well on Friday and Saturday nights for the 20-something crowd," he says, "but at many of our locations, we do Xtreme birthday parties and corporate events—even events for families and seniors."

AMF owns and operates more than 500 bowling centers worldwide, with about 400 locations in the United States alone. The company also has a Web site (www.amf.com) that provides consumers with information on how to find the nearest AMF bowling center.