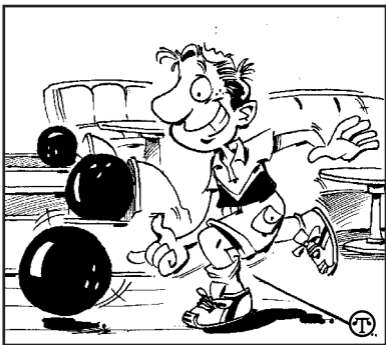


NEWSWORTHY TRENDS

Striking Out Is Fun

(NAPSA)—If you're having trouble pinning down what to do for fun, you may want to join the growing number of Americans who let the good times "roll" by going bowling.



An increasing number of Americans now have a ball spending their free time bowling.

Bowling is enjoying a recent surge in popularity. In 2001 alone, over 54 million Americans age 6 and older bowled at least once, making bowling the top participation sport in America.

Teenagers now bowl in record numbers (many are attracted by Xtreme Bowling, a sport that combines music, strobe lights and bowling) and the fashions of the lanes have hit the racks in the country's most fashionable stores (two tone "bowling shoes" and purses shaped like bowling bags have become popular items). In addition:

- A popular television show is set in a bowling alley.
- A number of Hollywood and sports stars—including Rosie O'Donnell, Kurt Warner and Drew Carey—work on their bowling averages.
- Bowling has rolled over the Web—a number of Web sites let surfers virtually bowl, make lane reservations and learn how to keep score.

For more information, visit www.amf.com.