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Exclusive partner to the attractions industry since 1996

News Release

Contact: Darrin Haymond
800-362-9946

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ROLLER SKATING ASSOCIATION ENHANCES AFFINITY PROGRAM BY PARTNERING WITH LEADING MYSTERY SHOPPING PROVIDER

ARVADA COLORADO, April 24, 2013 - Amusement Advantage, Inc. the premier provider of guest experience measurement services to the attractions industry today announced that it has become an Affinity Partner of the Roller Skating Association International (RSA). Through this partnership, Amusement Advantage will offer discounted programs including custom-tailored mystery shopping services to RSA members throughout North America. Additional services include exit or intercept surveys, staff training and leadership coaching and other consulting projects.

Regarding the new partnership, RSA President Tina Robertson stated, "As part of an ongoing effort to bring members value added affinity programs, the RSA is excited to offer its members a mystery-shopping program through RSM member, Amusement Advantage. Members of the RSA will be able to take advantage of special member pricing on mystery-shopping programs tailored to the amusement and attractions industry, including skating centers. These programs are designed to help members identify what works and what doesn't in their core performance areas in order to increase customer satisfaction and therefore, profitability. We are pleased to have Amusement Advantage as part of the RSA's affinity program offerings."

The Roller Skating Association will be presenting Amusement Advantage as an Affinity Partner to its members at the 76th Annual RSA Convention & Trade Show held in Reno, Nevada from May 5th through May 8th. Amusement Advantage will be exhibiting at booth #110.

Scot Carson, President of Amusement Advantage stated, "We are extremely excited to partner with the RSA to provide their members our proven programs at a great discounted rate. We have been

partnering with skating centers for over a decade and look forward to sharing that experience to help RSA members evaluate and analyze their centers guest experience through their customer's eyes." Amusement Advantage currently works with hundreds of attractions in North America including over 20 skating centers such as the United Skates of America locations, Interskate 91 South, Deptford Skating and Fun Center and the International Sports Centers. Having worked with entertainment centers for over 15 years, Amusement Advantage has a sound understanding of how to best implement and conduct mystery shopping and other guest experience measurement programs to help skating centers in the areas of guest service, cleanliness, value and loss prevention.

Through an exclusive partnership with Matt Heller and Performance Optimist Consulting, Amusement Advantage can also provide analysis of mystery shopping results through detailed Performance Analysis Reports with suggestions and guidance for additional staff development, coaching and training. Based upon this analysis Amusement Advantage can also design and conduct targeted training programs to help drive change at RSA facilities. Mr. Heller will be speaking at RSA's IMPACT sessions in Indianapolis and Orlando in 2013.

About Amusement Advantage, Inc.

Amusement Advantage, Inc. was founded in January of 1996 by Scot and Christine Carson to provide mystery shopping services exclusively to the attractions industry. Based in Denver, CO, the company works with over 250 attractions in the US and Canada including amusement parks, water parks, FEC's, zoos, aquariums, science centers, museums, skating centers, bowling centers and other attractions. Amusement Advantage is a member of the Roller Skating Association (RSA), the International Association of Amusement Parks and Attractions (IAAPA), the World Water Park Association (WWA), the Association of Science and Technology Centers (ASTC) and the Mystery Shopping Providers Association (MSPA). The firm is the exclusive Smart Buy provider of mystery shopping services to the Bowling Providers Association (BPAA) and also completes mystery shopping evaluations for the FEC Committee at IAAPA as part of the selection process for the annual Top FEC's of the World Awards.

About the Roller Skating Association International

The Roller Skating Association (RSA) is a trade association that serves commercial (for-profit) skating center owner/operators. It also serves those involved in various facets of the roller related industry such as teachers, coaches, manufacturers, distributors and other elements of the family entertainment industry. RSA provides its members with industry information, publications, purchasing discounts, national marketing programs, and an opportunity to attend educational seminars and an annual convention and trade show. The association also provides information for those who are interested in starting skating centers. The RSA's membership spans the United States, as well as a number of international countries, and includes skating center owners and operators, manufacturers and suppliers of skating equipment, and coaches of artistic skating, roller hockey, and speed skating. Over 1,000 skating centers strong!