

Introducing the Fun Bike Center Complex

Get ready to get your Mojo on at the new Fun Bike Center Complex, Lakeland's newest and best entertainment destination.

The complex, located at 1853 and 1845 E. Memorial Blvd., at the intersection of Gary Road and Memorial Boulevard in Lakeland includes:

Mojo's Wings, Burgers & Beers: *Scheduled to open end of August!*

We're taking the old, tired wing house concept and giving it its Mojo back! This restaurant concept is centered on great quality food with flavor created for adult taste buds. Our mission is to keep you coming back to get your Mojo on, and with our diverse menu of crave-able food, plus our entertainment full bar and outrageous promotions all served up by our Miss America-quality Mojo girls, we believe you'll keep coming back.

Mojo's Liquor Store: *Scheduled to open end of August!*

Once you step into our Rock Mountain-themed beer cave and pick out your case of the coldest, best priced beer in Polk County, you'll know you're not in a typical liquor store. This is liquor sales done the Mojo's way.

Café Nicky D's: *Scheduled to open this Fall!*

If breakfast is your favorite meal of the day, you'll fit right in at Café Nicky D's. The creator of the concept, Mr. Nick "Nicky D" Dorsch, is dedicated to serving only breakfast and lunch, and doing it right. Fresh ingredients, fun options like a donut bacon, egg and cheese sandwich, and great prices are what you'll find on the Café Nicky D's menu.

Papa John's Pizza: *Open Now!*

This is the number one pizza in the United States delivered by the number one Papa John's franchisee in the world, and it's already open for business. This new Papa John's location replaces the old facility on Highway 84, and it's dedicated to serving better ingredients, better pizza.

Fun Bike Center Motorsports: *Open Now!*

This is way more than a motorcycle dealership. This is a 60,000 square foot motorcycle, ATV, and watercraft paradise with all of the gear, parts, apparel and accessories a motorsports lover could need. Fun Bike Center showcases the world's top brands including Honda, Kawasaki, Yamaha, Suzuki, Aprilia, Vespa, Piaggio and more, and offers an Alltel Wireless store and Glamour Additions. Sensual attire from mild to wild. All this, along with a full service, drive-thru drop off/pick up repair service center.

FUN BIKE CENTER
Motorsports
MOTORCYCLES • ATVS • WATERCRAFT

Lakeland, FL

alltel
wireless

MOJO'S
WINGHOUSE
WINGS • BURGERS • BEERS
Lakeland, FL

PIZZA
PAPA JOHN'S

Glamour Additions
Sensual attire from mild to wild

-CAFE-
Nicky-D's

Multi-Million Dollar Entertainment Destination to Open in Lakeland

Fun Bike Center Complex promises jobs, consumer savings, and business revitalization to Lake Parker area

Given today's uncertain economic conditions, most businesses are halting development plans and closing locations, freezing hiring initiatives and eliminating jobs, and even asking employees to commute fewer days each week to save on gas.

But one Lakeland business man is attacking today's economic woes with very different tactics – he's investing millions into the Lakeland community, opening new businesses, creating jobs, and pushing for growth.

Daniel J. Dorsch, a 15-year business resident of Lakeland, is going to unveil the new Fun Bike Center Complex – 70,000 square feet of retail space sitting on 5.5 acres across from Lake Parker that will boast two new restaurant concepts, a Papa John's location, a new liquor store, and an expanded, state-of-the-art Fun Bike Center Motorsports dealership.

The Complex, which has been in development for more than three years, will bring more than 250 jobs to the area and will deliver high-quality food, shopping and entertainment to Lakeland's residents.

"I believe that the people of Lakeland deserve to have a great entertainment destination that rivals the food and entertainment quality you'd expect to find in Orlando or Tampa," said Dorsch, the driving force behind the creation of the complex. "I also wanted to create a beautiful retail space for the East entrance to Lakeland that shows the energy and economic vitality of our city," he said. "Lakeland has the talent and the resources to make this happen, and I'm proud to be a part of it."

Dorsch has the experience to make this project a success. He has served as the president and CEO of such leading brands as Checkers Drive-In Restaurants, Inc. and was named the restaurant industry's "Turnaround Artist" by *Chain Leader* magazine. His restaurant profile also includes leading successful franchise businesses with Papa John's, Kentucky Fried Chicken, Taco Bell and others.

Dorsch's impressive restaurant background, paired with his successful motorcycle dealership ventures that earned him the title "New Maverick of the Motorcycle Indus-

try" from *Born to Ride* magazine, means that this Complex has the right leadership team in place for big business and big growth.

"This grand opening is not about just one new restaurant or just one new store. This is a complete entertainment and dining destination for the city of Lakeland that will drive people, revenue and positive awareness to our city," said Dorsch. "Lakeland has been home to Fun Bike Center for more than 15 years, and we're thrilled to open our doors to a new, exciting destination that's on the way to Lakeland and on the way to Auburndale."

Residents of Lakeland should expect a positive impact on property value from this Complex, as well as fantastic entertainment and food at a great price. And, says Dorsch, the Complex will even help local consumers save on gas.

"We're giving Lakeland three ways to save on gas with our businesses," said Dorsch. "Our Papa John's delivers the pizza to you so you don't have to drive, our Lake Parker location is much closer to home than the Orlando restaurant alternatives and our Fun Bike Center motorcycles and scooters offer tremendous fuel efficiency compared to cars or trucks. All this plus great food and entertainment – you can't beat it."

The Complex will include two new restaurant concepts: Mojo's Wings, Burgers & Beers scheduled to open at the end of August, and Café Nicky D's, scheduled to open this fall; plus Mojo's Liquor Store also scheduled to open at the end of August; and Papa John's Pizza and Fun Bike Center, which are already open for business. (See side bar for more information about each concept.)

In addition to the new restaurants and stores, the Fun Bike Center Complex will be the site for fantastic outdoor concerts, StuntWars demonstrations, motorcycle rallies and other exciting special events.

For more information about the grand opening of the Complex, or for directions, please visit

FunBikeCenter.com

