



Contacts:

Marcus Kemblowski, Chief Operating Officer

(978) 888-8474; mkemblowski@apexentertainment.com

Samuel Miller, Marketing Manager

508-251-8666 x 123; Smiller@apexentertainment.com

www.Apexentertainment.com

For Immediate Release

Now Open: Apex Entertainment in Crossgates Mall

Albany, NY (December 18, 2019) – Apex Entertainment is proud to officially announce the opening of our Crossgates Mall (1 Crossgates Mall Road, Albany, NY 12203) location! Just in time for the holidays, Apex is a top tier family entertainment center with attractions that include 22 bowling lanes, a 4,000 sq. ft. laser tag arena, two sports simulators, two virtual reality games, two Escape Rooms, and 2,500 sq. ft. of corporate function space. On top of all those great attractions Apex offers signature cocktails and a delicious assortment of beers in our full-service bar. Don't forget to grab a meal in our American cuisine restaurant with 60+ gluten free menu items and Albany's largest pretzel!

Launching in 2017, in Marlborough, MA, we have grown very quickly, opening our second location in Syracuse, NY at Destiny USA Mall, and now our third location in Crossgates Mall. "Apex Entertainment is excited to be coming to Albany," said Marcus Kemblowski, Chief Operating Officer of Apex Entertainment. "With our unique concept we offer something for all ages and every member of the family. Our mission is to create a memorable experience for all guests and have a strong presence within the community."

"This is exciting for Crossgates," said Michael Gately, general manager, Crossgates. "We're thrilled to further bolster our broad range of entertainment destinations with Apex Entertainment and cannot wait for our guests to experience each of its action-oriented activities."

Apex Entertainment is now open in the middle of the lower level of CrossGates Mall.

About Apex Entertainment:

Apex Entertainment Albany is 57,000 sq. ft. of pure fun! Located in the lower level of CrossGates Mall, Apex offers fun for all ages with our 22 lanes of bowling (4 Candlepin), thrilling hyper-realistic VR experiences sitting in the middle of our 65+ game arcade. Challenge your friends or coworkers to a game of laser tag in our 4,000 sq. ft. arena or breakout of our two Escape Rooms. Don't forget to grab a meal or a drink at our American cuisine restaurant.

Escape the office and shake things up in our 2,500 sq. ft. state of the art meeting space, perfect for everything from off-site meetings, to corporate team building events and holiday parties.

Apex Entertainment; Guaranteed to be an experience like none other!

ABOUT CROSSGATES

Crossgates is the Capital Region's premier shopping, dining and entertainment destination offering an impressive selection of national brands and the newest retail concepts. The center is anchored by Lord & Taylor, Macy's, JCPenney, Dick's Sporting Goods, Best Buy, Dave & Buster's, Lucky Strike Social, Billy Beez and Regal Cinemas with IMAX, and offers more than 180 retail shops, including Apple, a food court, and restaurants. Combined with a 192-room dual-branded Tru and Homewood Suites by Hilton, Crossgates is your destination to Eat. Shop. Play. Stay. Additional information regarding Crossgates can be found at shopcrossgates.com, Facebook, Instagram, and Twitter.

ABOUT PYRAMID MANAGEMENT GROUP, LLC

Pyramid Management Group, owner of Crossgates, is one of the largest, most innovative, privately-held shopping center developers in the northeast. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist and entertainment destinations dominate the northeast with 18 properties located throughout New York, Massachusetts and Virginia. For over 40 years, Pyramid has led the industry in combining the best elements of traditional retail with world-class dining, entertainment and hospitality, all under one roof. For more information, visit pyramidmg.com.