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**FOR IMMEDIATE RELEASE**

**BCA Announces Successful 2010 Expo**  
New Products, BankShot Entertainment Debut in Las Vegas.

Broomfield, Colo. – July 21, 2010 – The 2010 edition of the Billiard Congress of America’s (BCA) [International Billiard & Home Recreation Expo](http://International Billiard & Home Recreation Expo), was held at the Las Vegas Convention Center in Las Vegas, Nevada, July 14 – 16, 2010. The total attendance for the three-day event was 1,645, compared to 2009’s total of 1,737; buyer attendance for the 2010 BCA Expo was 833, versus 953 in 2009.

The 2010 exhibit hall contained 132 companies in 465 total booths, including 31 new exhibitors. This represents a seven percent increase in total booth space, of which more than 10% offered products new to the Expo audience.

“The exhibit hall provided an energy for doing business that hasn’t been seen in this market for several years,” commented Ivan Lee, co-chair of the Expo and chairman of the BCA Board of Directors. “Whether it was walking the Expo floor or participating in the Business of Billiards seminar series, you got a very positive feeling for the commitment to the industry and the great opportunities that occur when this industry gets together in person, face to face. There was a powerful sense of productivity taking place that is very refreshing,” said Lee.

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Contributing to the dynamic exchange at this year's Expo was the Billiard Congress of America's unveiling of BankShot Entertainment. BankShot Entertainment is a new marketing and activation division of the Billiard Congress of America. BankShot Entertainment will have the responsibility of helping increase the profitability of billiard businesses, including pool rooms and retail stores, by researching and negotiating partnerships with nationally recognized companies that offer discounted products, services and rebates. Through the group purchasing and rebate program, pool rooms and retailers will enjoy the same purchasing power normally reserved for Fortune 500 companies. BankShot Entertainment will also secure marketing partnerships outside the billiard industry that will help increase participation in, and awareness of, pocket billiards.

"The Billiard Congress of America's mission is to enhance the success of our members and promote the game of billiards" said Billiard Congress of America CEO Rob Johnson. "We are now in a greater position to fulfill this mission. We will have members that directly realize cost-savings as a result of this initiative, while others will benefit by the added industry marketing arising out of the partnerships this program is going to create."

"What individuals witnessed during the 2010 BCA Expo was the Billiard Congress of America's commitment to supporting and energizing the industry with new opportunities and forward thinking. Whether it was new exhibitors, products and education or the announcement of a new industry marketing and promotional effort, the Billiard Congress of America, including its board of directors and staff is committed to supporting a bright future for this industry," said Lee.

The BCA returns to the Sands Expo and Convention Center for the 2011 Expo, which will take place Wednesday, July 13 through Friday, July 15, 2011.

**About Billiard Congress of America**

Founded in 1948, the Billiard Congress of America is a non-profit trade organization dedicated to growing a united, prosperous and highly regarded billiard industry through BCA leadership. The BCA seeks to enhance the success of its members and promote the game of billiards through educational, marketing and promotional efforts, annual industry trade shows and other programs designed to encourage billiards as a lifestyle and make pool everybody's game. For more information, visit [www.bca-pool.com](http://www.bca-pool.com) or call 303.243.5070.

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