



GameTruck Closes Out Last Half of 2009 with Strong Growth

Company sets sights on a nationwide presence within the next two years

Phoenix, AZ (Vocus) January 6, 2010 -- Phoenix-based [GameTruck Corporation](#) today announced that it had tripled franchise sales August 2009, giving the innovative birthday party company presence in 16 states and nearly 100 territories. Proving to be virtually recession-resistant, the company is taking the birthday party and events industry by storm.

“We are delighted to see this business gain momentum. We’ve focused heavily on the basics – making entry as affordable as possible and creating a business opportunity that can realistically be up, running, and most importantly profitable very quickly,” said Scott Novis, founder of [GameTruck](#).
Novis said GameTruck closed deals on 20 franchises since August and expect to continue to grow at a rapid pace in the coming months. “What makes GameTruck so appealing to investors is that we have a solid roadmap for profitability and at a corporate level we understand that we are only successful if our franchises are making money. Unlike other franchise companies in this space, we believe that the real work starts when the franchise deal is inked – we are totally invested in helping our franchise partners succeed.”

According to Novis, the average [GameTruck](#) franchise is operational within in 6-8 weeks of completing the deal. New owners are operating in the black within the first few months of opening their doors. “We are not your typical franchise corporation that is more interested in closing the next deal. Growth is very important to us, but not at the expense of the people that have made a commitment to be a part of the GameTruck family.”

Novis, who has been in the electronic games, technology and entertainment industries for more than 20 years, has set his sights on changing the way kids play. “For too long, electronic games have been isolating, but they simply do not have to be. Games need to help kids and families connect. They need to create opportunities for kids to gain important cognitive and social skills.”

“Beyond the business potential, what excites prospective owners about GameTruck is our secondary mission,” said Novis. “We don’t want to be just another birthday party company; we want parents to see value beyond the party. In short, we want to change the way people think about playing electronic games.”

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