

## Middle-Eastern Chain of Restaurants Adopts LaserMaxx Laser Tag

LaserMaxx Saniour in Lebanon Recently Opened Their Doors to Become the First LaserMaxx Laser Tag Arena in the Middle-east, as Part of the Lebanese Saniour Restaurant Chain.

De Bilt, The Netherlands, 1-7-2013 - Founded in 1995, Dutch LaserMaxx Lasergames, recently opened the first laser tag center in Lebanon. LaserMaxx Lasergames CEO Marcel Röhrs: “We are thrilled to open our first laser game arena in Lebanon. We have no doubt that this will mean an exponential increase in laser gaming in both Lebanon and the Middle-East. Laser gaming is a universally popular game after all. Players from each culture and each continent have proven to enjoy laser games as the main event for birthday parties and of course as a fun activity with friends and family.”

Noticeably, the recently opened arena in Lebanon is part of a business which also host restaurant services. Röhrs: “It is interesting to see that even restaurants are picking up the entertainment value of laser gaming. Over the years, laser games have proven to be an excellent addition to the range of entertainment services a business can offer. It started out with go-karts, pool tables and bowling alleys, but the last years other type of entertainment businesses are also picking up laser gaming.”

As opposed to modern computer games or outdoor activities as paintball, a laser tag game is played in a dark and misty arena. The goal of the intensive and entertaining game is to tag opponents with the hand-held “laser” to gain points and reach the highest score as possible. The arena is often designed with large graphic UV-paintings and has sound-, smoke-, and light effects to aid in the entertainment perception of players.

### About LaserMaxx Lasergames:

Founded in 1995, privately held LaserMaxx Lasergames ([www.laserm maxx.com](http://www.laserm maxx.com)) is European market leader of professional laser game equipment. Its clients host laser games in 28 countries worldwide, including major cities like Amsterdam, Antwerp, Barcelona, Berlin, Bucharest, Istanbul, Moscow, Nicosia, Prague, Stockholm, Lisbon, Vienna, Riga and Paris.

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Press photos can be found at [www.laserm maxx.com/press](http://www.laserm maxx.com/press). For more information or to schedule an interview, please contact Bram Berndsen via e-mail at [bram@laserm maxx.com](mailto:bram@laserm maxx.com) or via telephone at +31 (0)30 228 80 49.