

Presented by
Morgan Stanley
Dean Witter

Saturday, February 3, 2001

1:00-5:00 p.m.

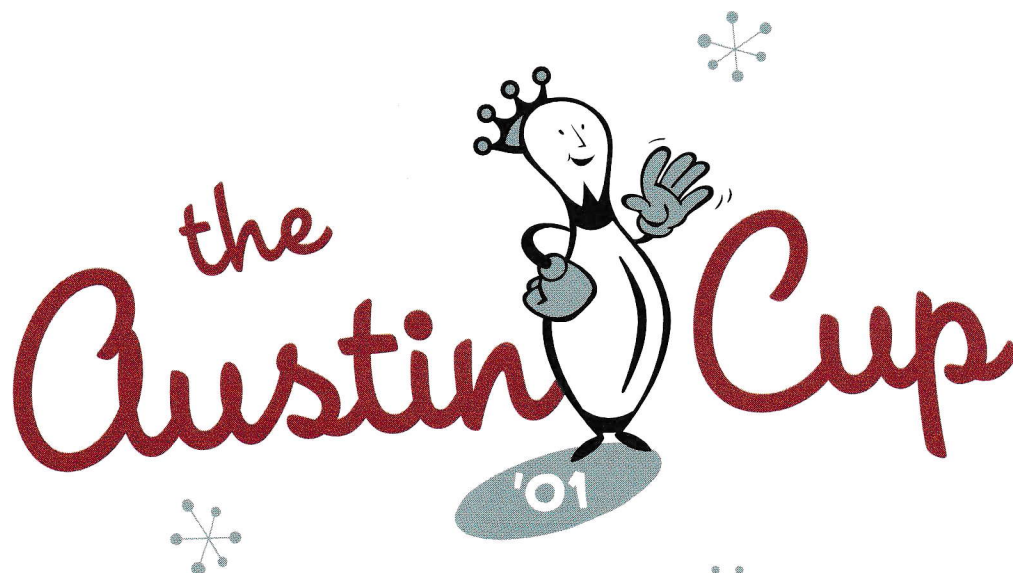
AMF Showplace Lanes Bowling Center
9504 North I-35

The Austin Bowling Ball & Awards

5:30-9:30 p.m.

No tie required - Come as you are!

Hosted by Silicon Valley Bank



**INVITATIONAL BOWLING
TOURNAMENT**

Congratulations!

This is your company's official bid to compete in The Austin Cup '01 – an invitational bowling tournament presented by Morgan Stanley Dean Witter.

We are limited to 50 teams – so respond to your bid today (before the lanes are gone) and commit your team for the February 3, 2001 showdown. Lanes will be awarded on a first-come, first-served basis! Go to www.theaustincup.com as soon as you have read the enclosed materials.

Once you are registered and designate your team captain or appointed employee, we will continue to support your efforts. We're in this with you! Let us know how many internal promotional posters you would like for your office (there is one enclosed) – you can use these to announce tryouts, practice sessions, or fundraisers. Need help with fundraising ideas? Send us an email. We have a team of experienced people waiting to help.

The tournament sponsors are not only financially underwriting the tournament, but are serving as committee chairpersons and members as well. Please recognize these visionary companies: Morgan Stanley Dean Witter, Silicon Valley Bank, Austin Ventures, BroadJump, Ernst & Young, Exterprise, Gray Cary, marchFIRST and Vignette. Our sponsors have a vision: that working together, our emerging tech companies will raise a significant contribution to help support the innocent children that are victims of abuse and neglect – the most appalling and shameful crime in our community. We know that, together, we can make anything happen!

Please keep in mind that you have about 60 days to raise your entry fee – it must be postmarked by January 3, 2001 or your lane will be forfeited to a standby team. The money you raise will go directly to the Children's Advocacy Center. In fact, the team that goes above-and-beyond, raising the most money over this minimum fee, will be presented with The Camelot Cup at the awards ceremony following the tournament, sponsored and hosted by Silicon Valley Bank.

In the meantime, have fun selecting your team, raising your money and designing your team uniforms. We look forward to designating your lane at The Austin Cup '01!

Lynne Skinner

Producer

Ingage Communications

Mark Elias

Tournament Director

Morgan Stanley Dean Witter

Entry fees should be postmarked no later than January 3, 2001. Make checks payable to the Children's Advocacy Center. No cash, please. Mail to: The Austin Cup, c/o Lynne Skinner, 1702 Pease Road, Austin, TX 78703, 512.478.2251.



The Austin Cup The Austin Cup is akin to the (Morgan) Stanley Cup. The coveted Cup will go to the team with the highest combined score after three games. The winning team will have its company name engraved on the silver cup, and will retain possession of the trophy – enjoying full bragging rights until 2002. Each year The Austin Cup will be ceremoniously passed on to the new tournament winner. All subsequent winning teams will have their company names added to the trophy. (A smaller trophy will replace The Austin Cup when it is relinquished to the next winner.)

The Camelot Cup This distinguished community spirit prize will go to the team that raises the most money above the \$2,500 entry fee. While the entry fee is due (postmarked) no later than January 3, teams may continue to raise money toward The Camelot Cup until the day of the tournament.

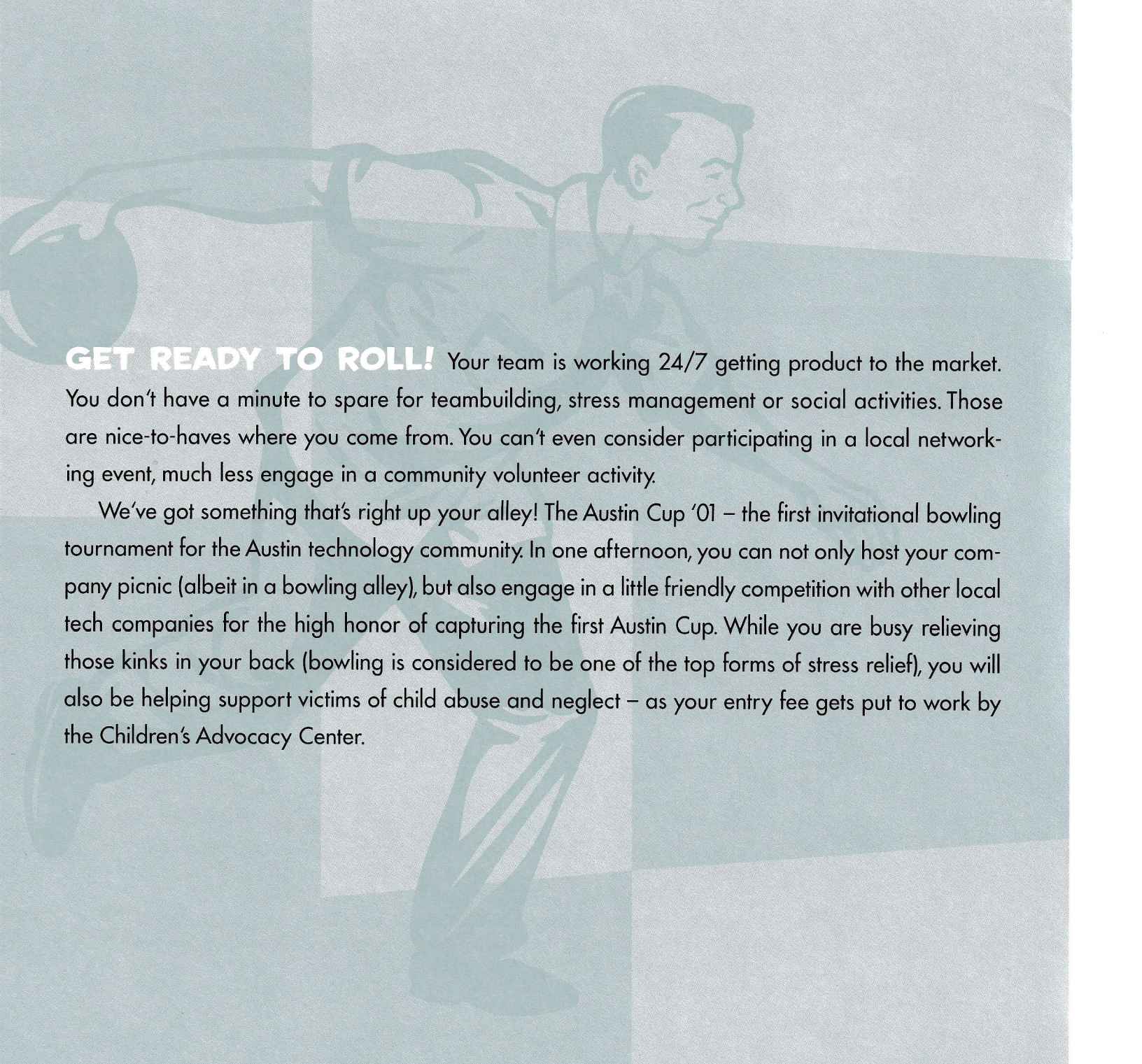
The Culture Cups Teams will be eligible for several awards, with a group of judges deciding the winner in each category. Cups will be awarded for:

- Team spirit
- Team uniform design
- Best/most creative internal promotion (fundraising, team selection)

Individual Awards The highest scoring male and female of each game will also receive awards during the post-tournament ceremony.

DON'T BLOW THE SPARE.

This event is about a lot of things – team building, community trusteeship, reinforcing the social capital of our tech community. But admit it – it's mostly about The Game! The competition. The bragging rights. The chance to display one of those Cups in your corporate lobby – next to your Entrepreneur of the Year Award or your cover story from the Wall Street Journal. Sure, the game is fun, but it sure feels good to win!



GET READY TO ROLL! Your team is working 24/7 getting product to the market. You don't have a minute to spare for teambuilding, stress management or social activities. Those are nice-to-haves where you come from. You can't even consider participating in a local networking event, much less engage in a community volunteer activity.

We've got something that's right up your alley! The Austin Cup '01 – the first invitational bowling tournament for the Austin technology community. In one afternoon, you can not only host your company picnic (albeit in a bowling alley), but also engage in a little friendly competition with other local tech companies for the high honor of capturing the first Austin Cup. While you are busy relieving those kinks in your back (bowling is considered to be one of the top forms of stress relief), you will also be helping support victims of child abuse and neglect – as your entry fee gets put to work by the Children's Advocacy Center.

The Austin Cup officials will deliver bids to area technology companies during early November. Eligibility is limited to the first 50 teams to submit their responses.

THE APPROACH

With your company's response to the bid, you agree to the following terms:

1. A team must consist of 5 people from the company, including:
 - At least one member of the executive management team or board of directors.
 - At least one female.
 - Full-time employees only.
 - The company may recruit team members as desired.
2. The team will raise and submit a minimum entry fee of \$2,500 by no later than January 3, 2001. This money goes directly to the Children's Advocacy Center. There are no restrictions on how the entry fee is raised, as long as it is in good taste! If a team has a great fundraising plan and an opportunity to raise more than the minimum entry fee, they may submit a higher contribution and vie for The Camelot Cup, which will be presented at the awards ceremony following the tournament.
3. Team members will wear a distinct uniform. Anything goes, so be creative. Your fans may also wear the company uniform. (See insert in bid package for suppliers.) Each company may initially register ONE team. If a company chooses to register more than one team, the second team will be put on a standby list on a first-come, first-served basis. Additional teams within the same company are expected to raise their own entry fee.
4. All bowlers' scores will count toward the team total – there will be no handicapping.

Bowlers may begin arriving at AMF Showplace Lanes between noon and 12:30 on February 3. Each company will have its name prominently displayed above its lane – find your designated lane and build your cheering gallery in the concourse directly behind your lane. Programs will be available with a list of company names and bowlers.

Refreshments will be served, and all registered bowlers will receive tickets for complimentary beverages throughout the tournament. Spectators will have access to the Texas Sports Bar, Game Room, and Grille throughout the event. Showplace Lanes will be open to friends, family and co-workers, but not the general public during The Austin Cup tournament.

STRIKE IT UP!

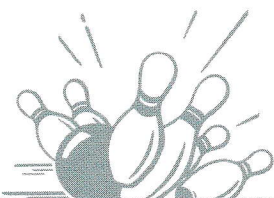
The Austin Bowling Ball Hosted by Silicon Valley Bank

After the last ball has been rolled and the scores are tallied, unlace those bowling shoes and head directly to the climax event – the Austin Bowling Ball. No ties, no hose. Just come as you are – and bring your corporate and family guests! You'll have worked up an appetite – and a thirst. Enjoy a buffet dinner, music and a silent auction of bowling and tech-related memorabilia. Officials from Morgan Stanley Dean Witter and Silicon Valley Bank will present all tournament trophies, and announce the winner of the first "Austin Cup."



Event Sponsors:

MORGAN STANLEY DEAN WITTER & CO.



Let's
bowl!

For more information, or to inquire about receiving a bid, please contact the The Austin Cup at 512.478.2251 or email lynne@theaustincup.com



Benefits Children's Advocacy Center

Home of the Child Protection Team

THE KINGPINS:

Tournament Founder & Producer

Lynne Skinner, Ingage Communications

Tournament Directors

Mark Elias, Morgan Stanley Dean Witter
Mansoor Ghori, Frost Securities

Awards Party Co-Chairs & Hosts

Rebecca Ferguson, Silicon Valley Bank
Kim Paschall, AV Labs

SPONSOR SUPPORT:

Kimberly Walters, Gray Cary
Amy Warmke, Ernst & Young
Rebecca Ferguson, Silicon Valley Bank
Ross Cockrell, Austin Ventures
Lesley Guthrie, Vignette

Wendi Martin, marchFIRST

Kathy Skinner, BroadJump

Wendy Wells, BroadJump

Anu Reddy, Enterprise

TOURNAMENT SUPPORT & LEADERSHIP:

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Susan Birkenmayer, Spot Associates

Steve Guengerich, Ingage Communications

Nina Mortensen, AMF Showplace Lanes

Michael Torres, Children's Advocacy Center

Ann Ramsey, Children's Advocacy Center

Sandra Martin, Children's Advocacy Center

Produced by: Ingage Communications

"Pin"points in History

- The origins of bowling have been traced to articles found in an Egyptian tomb. The child, buried in 5200 B.C., was interred with primitive implements of the game: nine pieces of stone and a stone ball.
- The Ancient Polynesians had a game similar to bowling. They rolled stone balls at stone pins 60 feet away, a distance which today is still one of the basic regulations of tenpins.
- Bowling at pins was customary in ancient Germany, and used as a religious ceremony. It was held that players who could knock the pins down were of good character.
- British navigator Sir Francis Drake introduced the game of bowling to the new world.
- In Britain, both King Edward II and Richard II banned bowling because they felt their subjects were wasting too much time playing the sport and not paying homage to them.
- While the British imported lawn bowling into North America, it was early German settlers who introduced ninepins, the ancient game that evolved into today's tenpin sport.
- The tenth pin was added in the 1800s in New York and other cities as a way around legislation that outlawed the popular ninepin game due to excessive wagering.
- The earliest known reference to bowling in this country was made by author Washington Irving about 1818 in his story "Rip Van Winkle."
- Bowling became so popular by the mid-19th century that indoor lanes were being built in nearly every city boasting a large German population.
- The Automatic Pinsetter was first used in the 1940s. The original editions took note of the pins left, swept the entire area, and reset the pins for the spare. This invention is credited for the great bowling boom of the 1950s; the inventor received \$1 million from AMF.
- A very important organization in the history of bowling began in St. Louis. Ellen Kelly and 39 other women formed what is now the Women's International Bowling Congress, an organization that now boasts over 4 million members.
- The International Bowling Museum and Hall of Fame is located in St. Louis, Missouri – it was opened in 1984 and has over 50,000 square feet of exhibits!

Courtesy of Nationwidebowling.com



Raising your entry fee

(No whining – it's good for the soul!)

- * You know that beer in the break room machine? Sell it for 50 cents. You'll raise a small fortune.
- * Have your individual bowlers find their unique way to raise \$500 each. They may qualify to hit the road in your Series B financing.
- * Get sponsors. That deli downstairs that's become your company cafeteria, the copy shop around the corner, the local pub – put their names on your shirts, and whala! You are sponsored.
- * Hold your liquidity event – *fast!*
- * Have a company garage sale. Boxed lunch sale. Bake sale (a cookie can fetch big bucks in the break room at 3 pm or 3 a.m.)
- * Hit up every sales person that walks into your lobby for \$100. You'll have your fee in under an hour.
- * Auction off the CEO's new Porsche (better ask her first!)

- * Have friends and families pledge (with checks up front) their support. Heck, everyone wants to be 'friends and family', right?

Selecting Players

(Hint: If they own their ball and shoes – take em!)

- * Hold a company tournament and see who rises to the top (chances are, if they wear those retro bowling shirts to work everyday, they can't bowl.)
- * Ladies first! Don't forget that each team must have one female player to qualify.
- * Anoint the employee who comes up with the best uniform design or fundraising idea.
- * Suit up the person who raises the most money.

At least you can sound like a professional bowler

ANCHOR: Last man to roll in team competition. Usually the best bowler

BEER FRAME: The low scorer in a designated frame (often the 7th frame) has to treat

BENCH WORK: Any type of conversation or actions intended to upset an opponent (bench jockeying)

BLOW: A missed spare (error, miss, open)

BLOW A RACK: A solid strike hit

BLOW OUT: Downing all the pins but one

CHARGE: Term used by pros to described a sensational spurt of high scoring

CHEESY CAKE: Lanes on which strikes come easy

CREEPER: Slow ball

DUMP THE BALL: Releasing the ball without bending the knee; may damage the lane

FLAT BALL: Ineffective ball; few revolutions, little action

FOUR-BAGGER: Four strikes in a row

GUTTER BALL: A ball that goes into the gutter

HONEY: A good ball

HOUSE BALL: Bowling ball provided by the center.

KEGLER: Synonym for bowler

KINGPIN: The headpin or the number 5 pin, varying with local usage.

LEADOFF MAN: First man in a team lineup

LOVE TAP: A tap from a moving pin, usually off the wall/sideboard, which delicately knocks it down

MOAT: Nickname for the gutter

POODLE: To roll a gutter ball

SCRATCH: Without benefit of handicap; actual score

SIXPACK: Six strikes in a row

SPARE: All pins down with two balls

TOUCH: Pin standing on a good hit (burner, rap, tap)

TURKEY: Three strikes in a row (triple)

X: Symbol for strike

ZERO IN: Find the right strike spot on a lane



Too cool for school!

Want to find the coolest bowling shirts that can be custom printed with your company logo and team members' name? We have a "Culture Cup" just waiting for you to take home – as the team with the best uniform design. Here are a few sources:

On-line Sources:

www.daddyos.com

www.bowlingshirt.com

www.thebowlingshop.com

www.kinglouie.com

www.bowlingindex.com/proshop/shirts/50s

www.questemb.com/bowling/index

Specialty Advertising Representatives:

These firms can do the work for you, including providing you with several options and price ranges. Here are a few that we've used, but feel free to use your current source if they can help you!

Bells Advertising

Bill McClugage
512.454.9663

Performance Awards Center, Inc.

Arthur Hopkins
972.241.1321

AdEase

Doug Michalek
512.263.7933

Practice makes perfect!

Important Note: Professionals and amateurs alike swear by the power of the enchiladas at the Dart Bowl snack bar – they're the best in town!

AMF Showplace Lanes

9504 N. I-35
834.7733

Highland Lanes

8909 Burnet Rd. (at Hwy. 183)
458.1215

Dart Bowl

5700 Grover (off of Allandale)
452.2518

Interstate Lanes

3101 N. I-35/Round Rock
255.8826

Union Underground

24th & Guadalupe (on UT Campus)
in Texas Union Bldg. Basement
475.6670

Westgate Lanes

2701 William Cannon (at West Gate)
441-2695



The definitive word on bowling etiquette

(Is that an oxymoron?)

1. When two persons are ready to bowl on adjoining lanes, the bowler on the right has the right of way. (Stare, glare or wink if you really *want to mess up their backswing.*)

2. Don't use another person's ball. (You never know where it has been.)

3. Be on time. (Have you ever tried to reset one of those computerized scoreboards?)

4. Be set when it's your turn to bowl. (That biz dev with Lane 37 can wait until you finish rolling.)

5. Take your time. (You're not on 'Internet time' out on the lane.)

6. Control your emotions. (Reserve those for the Monday morning staff meeting.)

7. Don't carry refreshments onto the approach area. (Helps keep the grease and foam off your shoes.)

8. Boasting, heckling or griping has no place on the lanes. (Okay, unless you just won The Austin Cup.)

9. Play to win – be gracious in defeat. (Even if they DID just steal your fabulous VP of Marketing last week.)

Courtesy (partially) of Nationwide Bowling.com

Deciphering the code

A complete game consists of 10 frames.

Each player tries to knock down 10 pins in each frame.

You are allowed to bowl 2 balls in each frame. Except if: a) you knock down all the pins on the 1st ball, or b) you score a strike in the 10th frame, you are entitled to 2 bonus balls.

If you knock down all the pins on the first ball, you have scored a STRIKE (indicated with an X) and have earned a bonus for that frame. Your bonus is 10 plus the next two balls thrown. Your score will be 10 (for the strike plus the pins accumulated on the next two balls.

If you knock down all the pins with 2 balls, you have scored a SPARE (indicated with a /) and earned a bonus for that frame. Your bonus is ten plus the next ball thrown.

If you fail to knock down all the pins in a frame, your score is the actual number of pins knocked down.

If your foot goes over the foul line, you have scored a FOUL (indicated with an F) on that ball, and you receive no score regardless of how many pins you knocked down.

Handicaps are additional points given to bowlers in league or match play to give them an equal chance of winning when they bowl against other bowlers with higher averages. (We will not be recognizing handicaps in the Austin Cup tournament.)



Bowling tips

(Father did know best – we were just too smart to listen)

Selecting your ball

- Ladies should use 10 – 12 lb balls
- Men should use 15-16 lb balls
- The heavier the ball is in relation to your body, the better you will bowl (if you're bowling correctly!)
- Make sure the thumb hole is large enough that there is no friction.
- Pick the ball up and turn it over in your hand. It should be in full contact with your palm, with no strain on your fingers.

Your approach

- The best approach is smooth and easy in swing and stride.
- The most common approach is the 4 steps (for right-handed bowlers, reverse if you're left-handed)
- Hold the ball in line with your right shoulder. The elbow should be held close to the hip.
- Shoulders should be square to the target.
- Push away: Step first with right foot should be short, while pushing ball forward and slightly down. The height of the 'push away' will vary the speed of the ball. (To decrease speed, use a lower push away and shorten/reduce the height of the back swing – this will help you control the ball and hit your target.
- Downswing: The second step will be with left foot, as the weight of the ball will cause the elbow to straighten and the left arm is extended for balance. Shoulders should be level.
- Backswing: Let the ball's weight and momentum determine the height of your backswing as you step forward with your right foot. The ball should swing naturally – without extra effort. Don't force the ball back or higher.
- Release: The ball should swing naturally with your arm straight and pointed in an imaginary line toward your target spot or pins, and right-handed bowlers will now end up with their last step on their left foot.
- Follow through: This should be in line with your target.

Bowling a spare

Most bowlers know: if you make spares, the strikes will take care of themselves. Did you know you can bowl as high as a 190 without ever bowling a strike?! Too many bowlers are hypnotized by the idea of making as many strikes as possible. When they miss a strike on the first ball, they throw their second ball carelessly at the remaining pins - as if the contest were over.

In Tenpin Bowling the idea is to knock over as many pins as possible with your first ball. No spare is easy to convert, but there are very few that cannot be picked up with a well-placed ball.

Accuracy is the key to good spare bowling, which will only come through practice. With each set you bowl, your eye will become more adept at hitting the exact spot to convert your spares. Practice will have your arm obeying your eye with increased frequency. Even "splits" - where you have a wide gap between remaining pins - can be converted to spares as you continue to practice.

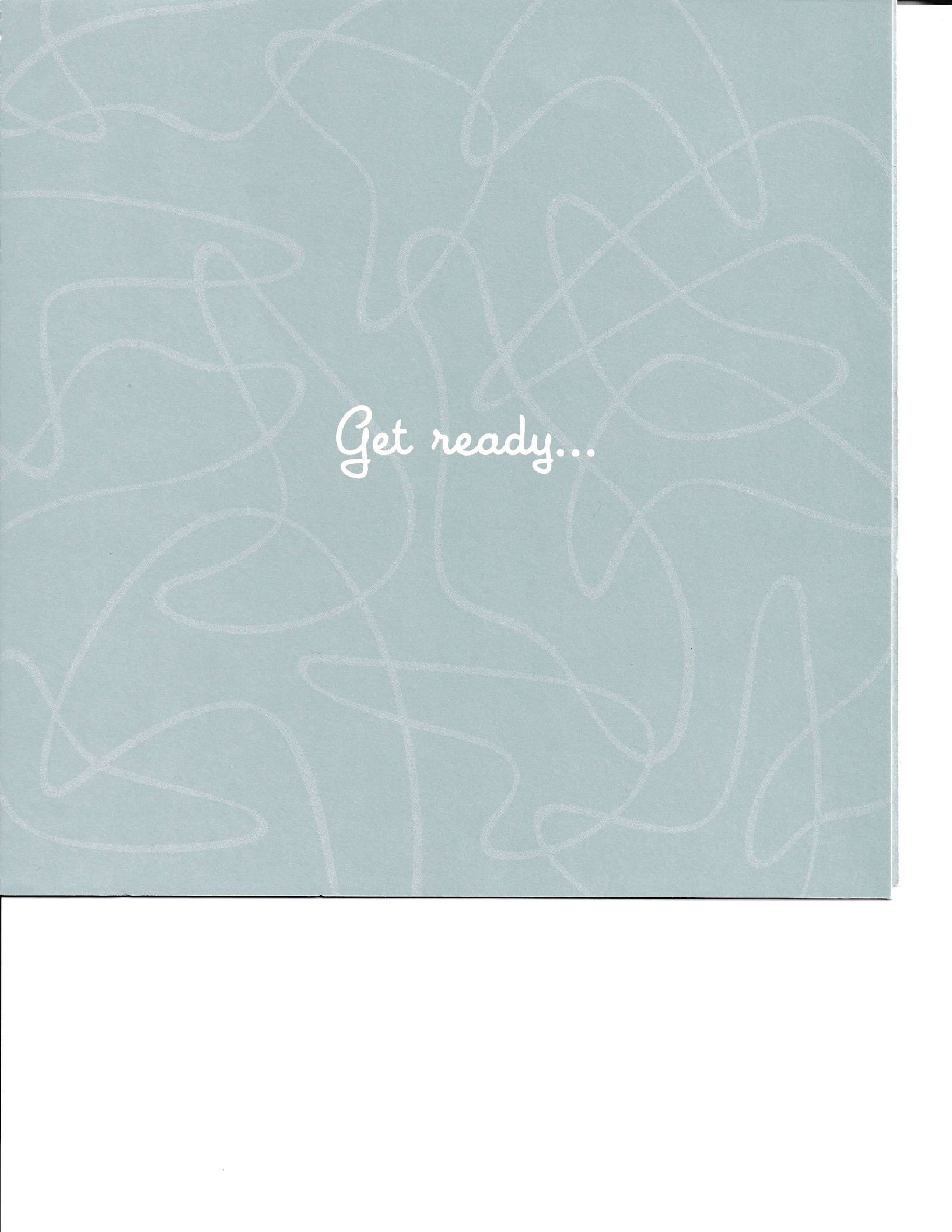
Here are some tips:

- Aim to hit the pin nearest you first
- Aim into a group - not across it
- Only attempt difficult splits if you are very confident - or in a desperate need of a conversion - one pin over is better than two missed
- Learn to identify pin positions by their number

As a general rule shoot left-handed leaves from the right side of the lane and right-hand leaves from the left side of the lane. Never aim along an edgeboard.

Tips Courtesy of Nationwidebowling.com



The background is a solid teal color. Overlaid on this background are numerous thin, white, hand-drawn scribbles. These scribbles are continuous, looping lines that vary in density and orientation, creating a textured, abstract pattern across the entire surface.

Get ready...



*This is your
official Austin Cup
bid package!*