



Innovative Concepts in Entertainment Inc.

Innovative Concepts in Entertainment, Inc. is synonymous with offering the highest quality and crafted machines in the arcade game industry. Where ICE is today is in large part credited to Ralph Coppola. Ralph's background prior to ICE, involved a valued Jesuit educational upbringing, as he attended both Canisius High School and Canisius College in Buffalo, NY. He received a degree in accounting in 1970 and went on to earn a law degree from the University of Buffalo in 1974. There is no doubt what he was taught came in handy throughout his illustrious career as an entrepreneur and as the head of ICE.

Ralph started ICE in 1982 with his original partner Jack Willert, and the company's first game on the market was Chexx (Bubble Hockey). Chexx sold over 5,000 units in the machine's first year, and 7500 in the first 18 months. The hockey games are still in production to this day and is now known as Super Chexx Pro. The fact that 40 years later the game that started it all continues to be manufactured is something that is near and dear to the entire ICE family.

ICE continued their R&D efforts in the 80's with notable games Kixx and Turbo Drive. ICE came out with Putting Challenge in the early 1990's and this new game was being built in their newly relocated 22,000 sq foot factory on Kensington in Buffalo proper. Putting Challenge was the best thing that came along in coin op in a while, and certainly the best thing for ICE since Chexx. From there, ICE diversified their product offerings and introduced its first of many licensed games with the launch of Hungry Hungry Hippo from the makers of Hasbro/Milton Bradley and, shortly thereafter, had another title in Flintstone kiddie version Pinball.

Cyclone, one of the most successful redemption games of its time, was introduced in 1995. Ralph was instrumental in bringing this concept to market after first seeing a capsule-based game in Japan. Coppola bought the license from the developer, and, after some serious restructuring, Cyclone became a staple in family entertainment centers worldwide. The company would go on to sell Cyclone for over 25 years. Cyclone started its production run in the Buffalo plant, but soon ICE moved to its existing headquarters to where they are located today on Main Street in Clarence, New York.

Soon thereafter ICE broadened its offering under Ralph's direction and entered the alley roller market with ICEBall. To date, ICEBall is in its third



Innovative Concepts in Entertainment Inc.

iteration and is the premier alley in the market and is now available both for the arcade and home market. In the late 90's Ralph guided the company into manufacturing skill-based cranes with the introduction of both iconic claw games, the Plush Bus and Pinnacle. These cranes became staples in grocery stores, FECs, and restaurants. In the late 1990's, wanting to expand ICE's portfolio, the businessman that Coppola was struck a deal for ICE to begin distributing products manufactured by Crompton's Leisure Machines (coin pushers) and then, 18 months later, with Spain's SAM Billiards for their table games.

Under Ralph's watchful eye the 2000's brought further expansion to ICE. From the late 80's, the company continually expanded its presence in the basketball market and, in 2004, it secured the NBA license for its games. Today, NBA Hoops is a staple product and is recognized globally. It is the premier game on the market and the preferred choice of many. In 2007, Coppola was instrumental in collaborating with Raw Thrills and Playmechanix for the hit game for coin op, Deal or No Deal. This may have been one of ICE's quickest games to come to market from the time of brainstorming and creative to manufacturing. In 2008 under Ralph's direction the company produced its first ever coin pusher game – The Price is Right.

Ralph oversaw the company's iconic carnival series, which ICE first introduced to the market around 2014. It started with the highly successful Milk Jug Toss and has since included such successful titles as: Down the Clown, Gold Fishin', Bean Bag Toss, Hoopla and Snowball Toss. Also, during this time, the company collaborated with GB Amusements and launched Whack N' Win which has become an immediate staple at FEC's. In addition, the company reinvested in three of their core product offerings in Air FX, ICEBall FX and NBA Hoops as they redesigned and re-engineered the units, while raising the standard in quality—all under Coppola's leadership.

Today, Ralph's vision and foresight is still very much visible in the business. Innovative Concepts in Entertainment, Inc. has over 200,000 sq. feet of manufacturing space. The company headquarters include: a wood shop, paint shop, production assembly, research and design development team, parts, and service, harnessing, critical assembly. With a labor force of over 170+ the



Innovative Concepts in Entertainment Inc.

company remains core to Ralph's principles. The company puts its people and customers first. With an unparalleled customer service team that Ralph instilled in the company from the beginning, is still to be found today, and for the future to come. Furthermore, ICE continues to offer parts for games from decades ago, even ones they are no longer are producing. Ralph's belief about service and parts availability after the sale is still at the company's core. As ICE forges ahead, another key component is the resources allocated for development, something that Ralph was near and dear to.

At the time of his passing, Ralph was credited with being personally involved in bringing over 150+ arcade games to market during his 36 years at the helm of the company. Ralph would be the first to admit that it was a team effort and ICE had many valued relationships on the way that played a vital role in not only the development and creation of the games ICE made, but incredible sales partners as well. Ralph was known for a keen eye for development along with his business acumen which has laid the groundwork and foundation for where ICE is today and for the future to come.

timeline of game launches and awards:

1982	Chexx
1983	Playmeter Magazine Best Novelty Game: Chexx
1989	Kixx
1990	Putting Challenge
1991	Full Court Frenzy, Hungry Hungry Hippos Playmeter Magazine: Best Novelty Game: Putting Challenge
1994	Flintstone kiddie Pinball
1995	Cyclone, Mouse Attack, Street Fever AAMA: Diamond Achievement Award: Cyclone Leisure Lanes Best Performing Game: Cyclone
-1998	Playmeter Magazine: Best Redemption Game: Cyclone
1996	ICEBall
-1999	AMOA: Most Played Action Redemption Game: Cyclone
1997	Hoop Fever ; began distributing Crompton Leisure
1998	Plush Bus
1999	distributed SAM Billares
2000	Dino Dash, Wacky Ducks



Innovative Concepts in Entertainment Inc.

2001	Hammerhead, Wheel of Fortune
2003	Buffalo Business First: Business Leadership award
2004	Mighty Mini, NBA Hoops Golden Token Award: Best New Product: Dunk N' Alien
2005	Golden Token Award: Best New Redemption Game: Mighty Mini
2007	Deal or No Deal AMOA: Innovator Award: Deal or No Deal AMOA: Sales Achievement Award Diamond: Deal or No Deal IAAPA: 1 st Place Best New Product Deal or No Deal
2008	AAMA: Manufacturer of the Year
2009	Price is Right
2010	Frogger, Treasure Quest IAAPA: Best Exhibit
2011	Chuck E. Cheese Outstanding Customer Service AAMA: Manufacturer of the Year
2013	Doodle Jump, Harpoon Lagoon, Milk Jug Toss
2014	Down the Clown, Grab N Win
2015	Air FX, Whack N Win IAAPA: 1 st Place Best New Product: Angry Birds
2016	NBA GameTime
2017	Chuck E Cheese: Vendor of the Year
2018	IAAPA Image Award
2019	AAMA: Lifetime Achievement Recipient: Ralph A Coppola