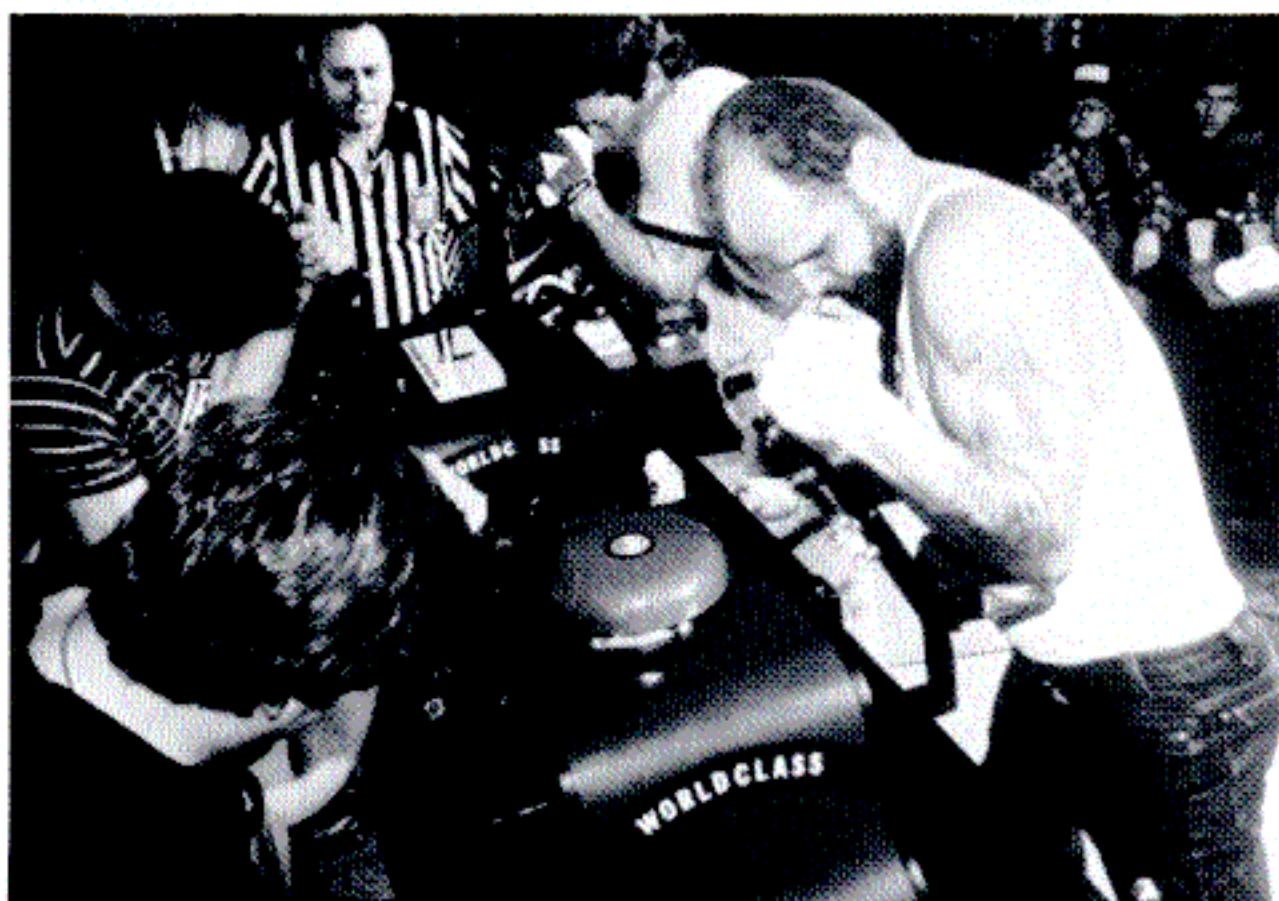


# St. Louis Business Journal

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## ...And for only \$25,000

The next time you find yourself in a crowd, the cause of it might just be "the traffic builder."

What you ask is the traffic builder? It is none other than World Class Events' arm wrestling machine. It's called the traffic builder because it draws customers for the business where a tournament is held.

World Class Events, a sports promotion company in Ames, Iowa, showcased its 3-month old product in the last week of June at the Cervantes Convention Center. But this isn't your everyday, run-of-the-mill arm wrestling machine, as Jack Barringer, World Class Events'

president, points out.

"The machine is an equalizer. It takes the controversy out of the sport by adjusting for the length of the arm. You grab on to little rubber balls instead of the other guy's hand," Barringer said.

You don't just buy the machine though, you buy a franchise. For \$25,000, the investor receives a complete equipment package, a protected area under which to operate and instruction on how to book and run events and how to deal with corporate sponsors.

*Ben Klayman*