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STUDIO MOVIE GRILL EXPANDS TO DULUTH

Leader in first-run, in-theatre dining concept to open in Duluth, GA November 2012

ATLANTA, September 4, 2012 – **Studio Movie Grill (SMG)**, known nationwide for pioneering the in-theater dining concept, announces that it will open its newest theater in Duluth, GA. SMG remains the leader of the movie-grill concept offering up first-run movies and alternate programming alongside an extensive American Grill menu and full service bar in its new facility in the heart of Gwinnett.

Studio Movie Grill remains committed to setting the standard in cinema dining. By offering something for everyone, audience members of all ages can experience a new kind of affordable luxury and accessibility at their neighborhood theater. Gone are the days of getting to the theater an hour early to wait in line. Studio Movie Grill's new system guarantees movie goers their favorite seat in the house will be ready for them upon arrival by offering 100% reserved seating. Online purchasing options and multiple price points for tickets make it easy for guests to enjoy watching first-run movies via the latest state-of-the-art Dolby Digital technology and 3D while dining from a menu boasting more than 100 food and beverage options.

SMG Duluth has said goodbye to the days of stale popcorn and microwaved snacks and introduced a varied menu of hand-tossed gourmet pizzas, spicy Tabasco wings, a Southwest salad, and coconut chicken, alongside all of your theater favorites like hot dogs and candy. The menu also features healthier choices for adults and children alike, including turkey burgers, grilled chicken tenders, fruits and veggies. Menu prices range from \$4.25 - \$16.25, which is perfect for families. The bar offers draft beers, premium wines and more than fifteen specialty cocktails including the infamous SMG Skinny Tea. There's something to do, eat, or drink every day of the week at Studio Movie Grill. Specials such as Margarita Mondays and Beer N' Burger Tuesdays are great ways to start the week.

In addition to its first-run showings, SMG's alternate and family programming presents additional on-screen content for SMG patrons. *SMG With A Twist* injects an array of additional programming including specialized series and documentaries, sports, concerts, family programming, and monthly Special Needs Screenings for special needs children and their families. SMG will also remain committed to being a good neighbor through its community outreach efforts, an important part of SMG's ten existing locations, and a top priority in Duluth. Ticket prices for these events start as low as \$1.

Brian Schultz, founder, owner and president of Studio Movie Grill, said, "We strategically selected Duluth for SMG's newest location because the area demonstrated a high demand for first-run movies and had an appealing demographic for the concept. We felt that Duluth was simply the perfect community for our next destination and we are committed to providing superior customer service and becoming its premier location for first-run movies. We believe Studio Movie Grill will become Gwinnett's first choice for movie-watching because we offer both quality and value."

Studio Movie Grill Duluth's state-of-the-art theatre complex, will open to the public in early November. This ten-screen, upscale theatre, SMG Duluth will mirror many of the creature comforts of a home theatre with its spacious, comfortable stadium seating, fixed lounges and individual dining tables. A dedicated bar, lounge, and lobby area are planned for the new space providing guests an opportunity to unwind before and after their theatre experience in an environment unlike the traditional megaplex theater. The ambiance of the modern lounge area evokes a sense of calmness with a rich, earthy color palette offset by textured materials and smooth stone surfaces. Spacious new furniture appointments and modern classics will outfit the space capable of handling corporate functions, private events, birthday parties and lunch meetings, not forgetting that SMG has also been named "Best Place To Take A Date" by all its current cities.

SMG Duluth, SMG's eleventh location and second in the Atlanta area will be opening in November 2012. Currently, Studio Movie Grill has seven locations in Texas, in addition to theaters in Scottsdale and Chicago. More expansion is on the way. For additional information, please visit www.studiomoviegrill.com.