



*News Release*

Media Contacts:

Lynne McQuaker, Studio Movie Grill, (972) 388-7888, Ext. 232; [lmcquaker@studiomoviegrill.com](mailto:lmcquaker@studiomoviegrill.com)  
Jeff Crilley, Real News PR, (972) 226-3327 [Jeffcrilley@realnewspr.com](mailto:Jeffcrilley@realnewspr.com)

**DALLAS BASED STUDIO MOVIE GRILL TO OPEN FLAGSHIP THEATER IN NORTH DALLAS**

DALLAS, TX July 18, 2012 – Studio Movie Grill (SMG), known nationwide for pioneering the in-theater dining experience, announces its fifth DFW location in North Dallas. SMG remains the leader of the movie-grill concept offering up first-run movies and alternate programming alongside an American Grill menu and full service bar. With its newest and largest location to date, SMG will join neighbors Texas Instruments and Fossil at Spring Valley and Central Expressway.

SMG introduced the concept nineteen years ago to a North Texas audience and remains committed to setting the standard in cinema-dining with its new flagship store. SMG Spring Valley will feature the refined and updated Studio Movie Grill experience—the same experience that won SMG Holcomb Bridge “Best Movie Theater Atlanta 2010” and most recently a nod from Forbe’s Travel Guide as one of “10 Movie Theaters Worth Traveling For”—sharing honors with notables such as Grauman’s Chinese Theatre in Los Angeles and ArcLight Cinema in Hollywood.

The new theater will embody a decade of best practices and theater trends, plus the hallmark architectural and design details of the exterior, interior lobby and bar-lounge areas that have come to distinguish the Studio Movie Grill brand nationally. (SMG Spring Valley designs by local Dallas-firm Droese-Raney Architecture.)

Focusing on affordable luxury, long-time SMG patrons will find spacious auditoriums with stadium seating and fixed lounge seats, individual dining tables, and an entry and bar area reminiscent of an upscale hotel lobby. This newest SMG will also feature signature SMG design appointments combining crisp architectural details with natural materials. “The interiors are modern with a selective mix of textiles, stone surfaces, warm-woods, and modern furniture classics,” says Ted Low, SMG’s Creative Director and Brand Manager.

Just as much thought has gone into the viewing experience and menu offerings. SMG Spring Valley will feature Texas Instruments DLP powered projectors by Barco, and Dolby’s most advanced 3D and digital technology on all 12 screens—boasting 2,500 seats combined—immersing guests in rich sound and picture excellence. “By presenting films the way filmmakers intended them to be seen, Studio Movie Grill is not only redefining cinema dining but also the entire movie-going

experience for both film lovers and casual moviegoers," says Brian Schultz, SMG's Founder and President.

As for the food and beverage, "Quality is our number-one ingredient," says Executive Chef Thad Kelley, whose recent improvements in the kitchen include the introduction of premium brands like China Mist tea, Ben & Jerry's ice cream, and Napa's Silver Oak Wines, as well as updated recipes featuring premium ingredients and foods.

A soft-opening is scheduled for late September 2012. "We couldn't be more excited about bringing this expansion home because Dallas is where we got started," says Schultz. "This will be the largest location in our growing family and we think our customers will be excited to see the major improvements we've made; enhancements to our brand that will ultimately be integrated into all our Texas locations."

### **In-Theater Dining at the Push of a Button**

SMG's concept embodies everything people love about a night out at prices that combine quality and value. With its extensive American Grill menu, Studio Movie Grill has upped the ante on what to expect from theater food. While popcorn and M&M's are still options, they are only two of over 100 menu items that range from delicious appetizers and entrée-sized salads, to pizzas, quesadillas and tacos, SMG favorites, tempting desserts and a kid's menu including healthier options. Studio Movie Grill also offers a premium bar, large selection of beers—including local microbrews—distinctive wines, and a crafted menu of SMG Signature Cocktails. Studio Movie Grill's skilled team is trained to deliver guests' orders to their seats anytime during the show without compromising their viewing experience or interrupting other patrons.

Getting to the show couldn't be easier with SMG's new 100% reserved seating model debuting locally at the new Studio Movie Grill. "We don't like waiting in line either, or racing to make a show time, so we've gone to a 100% reserved seating model," says Schultz. "Our enhanced bar-lounge and lobby area affords customers a more enjoyable—relaxed—atmosphere in which to linger instead of having to rush to get the best seat or feel hurried to leave." Reserved seating is available online in advance or at the box office with tickets starting at \$5/ticket.

### **About Studio Movie Grill:**

SMG Spring Valley in North Dallas will be SMG's tenth location. Currently, Studio Movie Grill has six locations in Texas, in addition to theaters in Scottsdale, Chicago and Atlanta. SMG's eleventh location will open September 2012 in Duluth, GA.

For additional information, please visit [www.studiomoviegrill.com](http://www.studiomoviegrill.com).

###

Contact:

Lynne McQuaker  
Director of Public Relations  
Studio Movie Grill  
972-388-7888 ext 232  
[lmquaker@studiomoviegrill.com](mailto:lmquaker@studiomoviegrill.com)