**FOR IMMEDIATE RELEASE**

**Highly Anticipated Studio Movie Grill Plano Re-Opens**

*Introducing Customized Luxury Seating And Fresh New Menu*

Plano, TX (December 14, 2015) – **Studio Movie Grill (SMG),** the original first-run, in-theater dining concept that has revolutionized the theater-going experience in cities all over the country, re-opens its original location to the public on Thursday, December 17th.

The re-modeled Plano location at 4721 W. Park Blvd (Park & Preston) has been completely remodeled to create an all new luxurious movie-going experience. Four additional screens have been added bringing the new square footage to 43,935, encompassing a total of 12 screens and 1,122 luxury, custom Inorca © leather lounge seats in stadium seating, with individual dining tables. Guests will also find a contemporary-

casual entry and bar area where friends and family can meet before or after the movie and enjoy our premium bar, eclectic wine list and signature SMG Cellar wines. A menu of cocktails, craft brews and over 60 premium spirits will be available. Relax in style watching holiday blockbusters while being served a full American grill and premium bar menu directly to your seat with the touch of a button.

“We are extremely excited to re-open our doors to longtime fans and loyal guests, and to welcome new patrons from the ever-growing Plano community. We can’t wait for

attendees to experience the wonderful new additions and improvements we have been making to the SMG concept in the last 15 years since our Plano flagship first opened its doors!” said Brian Schultz, Founder and CEO.

SMG Plano re-opens just in time for the highly anticipated release of STAR WARS: THE FORCE AWAKENS. As longtime fans are aware, 100% reserved seating allows for that no rush experience. Executive Chef, Thad Kelley has created a character-themed Brunch and Cocktail Menu sure to “awaken the force” in any appetite. Brunch items include Princess Leia Buns, The C3PO Melee Pizza and Obi-Wan Pancake Light Saber. Yoda has his own cocktail, the Yoda-Rita along side Tatooine Mimosas and the Death Star Bloody Mary. The special brunch menu is served at all shows before 2pm from December 18th - January 3rd.

SMG Plano offers a unique in-theater dining experience with an extensive menu of over 100 items. SMG’s new menu offerings include Tempura Battered Green Beans with Creole Dipping Sauce and Coconut Chicken Bites, a new take on an SMG classic. An exciting addition to the entrée salads is the Farm-to-Table Crudité with beets, asparagus, broccolini, cauliflower, carrots and romaine spears with freshly prepared ranch dipping sauce. Guests at SMG Plano will also enjoy items such as Chicken Chimi Rolls, Sriracha Chicken, Three-Cheese Burger Sliders, and the Steak ‘N Gravy Sandwich with melted Gruyere Cheese, and Fried Onion Straws.

**About Studio Movie Grill**

Studio Movie Grill modernized the traditional movie-going experience by combining first-run movies with full-service, in-theater dining. Established in 2000, SMG has swiftly grown to 23 locations in 10 states. SMG, long considered the leader of in-theater dining exhibition, recently announced a major expansion initiative including openings of additional sites throughout the country and the renovations of existing theaters. These new locations will add over 35 screens and expand operations, ranking SMG the 20th largest exhibitor in the U.S. For additional information, visit [www.studiomoviegrill.com](http://www.studiomoviegrill.com/).

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