

FOR IMMEDIATE RELEASE



REDLANDS ECONOMY BOOSTED BY STUDIO MOVIE GRILL

Conversion to in-theater dining concept and addition of full-service kitchen, bar and lounge area, will create 200 local jobs, attract more visitors to city

REDLANDS, CA (October 17, 2018) – Dallas-based Studio Movie Grill (“SMG”), the leader in in-theater dining, is converting a former traditional movie house into its full concept cinema eatery and in the process, bringing more jobs and visitors to Downtown Redlands. The new SMG Redlands, located at 340 North Eureka Street, is currently working to fill the remaining 30 plus out of 200+ positions. SMG is actively hiring team members and looking to fill a number of hourly positions. Prospective employees are welcome to apply online through the SMG [website](#) or in person Monday through Friday from 10 a.m. to 7 p.m.

The increase in jobs is expected to impact the local economy in significant ways. Dozens of local construction workers have been working to complete the conversions, which will drive additional traffic to the area. The theater remains open during conversion and now offers food and beverage service.

“We are enormously excited to be converting to concept a traditional and popular downtown theater, and, at the same time, providing our new neighbors with further economic and outreach opportunities,” said Studio Movie Grill Founder and CEO, Brian Schultz. “For SMG, this is about going beyond the fun of seeing a movie and enjoying a meal with friends and family. Part of our mission is to open the hearts and minds of the communities we serve by being an active supporter of the families that live there.”

SMG Redlands will offer an enhanced movie-going experience with Christie Digital projectors, Real D 3D, and Dolby Digital surround sound housed in 14 spacious auditoriums. Each theater will feature custom-made luxury leather recliners by Inorca®, the world’s foremost manufacturer of deluxe, plush leather lounge chairs with individual dining tables and ‘push-for-service’ call buttons.

“The City of Redlands is excited that Studio Movie Grill has chosen to build its newest theater and become part of our wonderful, thriving, and family-friendly city,” said Redlands Mayor Paul Foster. “We’re not only pleased Studio Movie Grill is bringing added jobs and tax revenue, but we know that the in-theater dining concept will help attract even more people to our thriving Historic Downtown. We look forward to enjoying the full experience.”

At the heart of Studio Movie Grill’s mission is the desire to leave a positive wake in the communities it serves. In short, SMG’s role in the community doesn’t stop with entertainment and dining. SMG Redlands already participates in nationwide outreach initiatives including SMG’s legacy [Special Needs Screenings](#) and Chefs for Children program, whereby proceeds from select menu items support local non-profits that serve special needs children and their families. In Redlands, Variety - the Children’s Charity of Southern California, is a beneficiary, and the SMG Redlands team has already joined Variety in donating an adaptive bike to a family raising a child with special needs in the city.

The SMG concept has historically proven to be a boon to surrounding retailers as a regional destination, a venue that can provide on-screen advertising 365 days a year, and an increase in customer traffic to nearby establishments.

About Studio Movie Grill

Established in 1998, Studio Movie Grill (“SMG”) modernized the traditional movie-going experience by combining first-run movies with full-service, in-theater dining. SMG has swiftly grown to 30 locations in 9 states with further expansion planned. SMG was named to Inc. Magazine’s List of “Fastest Growing Private Companies” three years in a row, placed

12th in Box Office Magazine's Giants of the Industry in 2018 with key films grossing as high as #4 in North America. Honoring its commitment to Opening Hearts and Minds, One Story at a Time™, SMG's legacy programs include Special Needs Screenings, Chefs for Children program and annual Opening Hearts & Minds Award, which strive to help families and acknowledge local heroes. This year, SMG created a unique loyalty program, SMG Access™ which, as loyal guests earn rewards, allows them to join SMG in offering movies and meals for underserved community members. For additional information, visit studiomoviegrill.com.

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