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**STUDIO MOVIE GRILL REOPENING TO BOOST PLANO ECONOMY**

**Twelve Screen Movie Theatre Complex
Will Stimulate Economy While Creating Over 200 Jobs**

November 10, 2015 – **Studio Movie Grill** (“SMG”) is planning to re-open its highly anticipated remodeled Plano location on December 17, creating an ongoing positive economic impact, additional traffic and employment opportunities to the Park & Preston corridor.

Dallas-based Studio Movie Grill has been hard at work on construction at the SMG Plano, located at 4721 W. Park Blvd., Plano TX 75093. The newly remodeled and expanded SMG Plano is set to re-open Thursday, December 17th, just in time for the long-awaited STAR WARS: THE FORCE AWAKENS. The 43,935 square-foot establishment will bring state-of-the-art sight and sound technologies and a new look featuring signature SMG design appointments. Interiors will be modern with a selective mix of textiles, stone surfaces, warm-woods and modern furniture classics. It will be an upscale social destination encompassing 12 screens, 1,122 luxury, custom-made Inorca© leather lounge seats in stadium seating, individual dining tables and a contemporary-casual entry and bar area.

“It is so rewarding and exciting to be re-opening our oldest SMG in the Metroplex with all our newest innovations. We look forward to continuing to offer not only the best in full-service, in-theater dining for local residents, but also furthering our commitment to the community by providing our Plano partners and community numerous economic opportunities,” said Studio Movie Grill Founder & CEO, Brian Schultz.

Dozens of local construction workers have been hired to complete the newly remodeled theater, which anchors the Park & Preston location. The newly remodeled SMG location will offer a true marriage of hospitality and lounge experiences as SMG continues to innovate fresh ideas into its concept.

“The experience of going to the movies remains one of the most memorable forms of entertainment. The Studio Movie Grill Plano remodel is a tremendous addition to the community and it will offer our citizens one more new, fresh and vibrant venue to enjoy,” said Mayor LaRosiliere. “We look forward to this location being one of the premiere dining and entertainment places in Plano and in North Texas.”

SMG is actively hiring team members and is looking to fill a number of hourly positions. Once hiring is complete, the theatre will employ more than 225 local residents. Prospective employees are welcome to apply in person to General Manager, Zark Hopkins, or his team at the theater’s employment office at 4721 W. Park Blvd., Plano TX 75093 from Noon-7pm Mon-Fri, 1-5pm Saturdays or through the SMG website at [www.studiomoviegrill.com](http://www.studiomoviegrill.com).

SMG is sure to be a major attraction and drive traffic to its newly remodeled location. The concept has historically proven to be a boon to surrounding retailers through its ability to reinvigorate the area, provide advertising 365 days a year and increase the volume of customers to nearby establishments.

**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 with plans for additional sites throughout the country. With the addition of over 50 new screens this year, SMG now ranks the 20th largest exhibitor in the U.S. For additional information, visit [www.studiomoviegrill.com](http://www.studiomoviegrill.com/).

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