

For Immediate Release



**LOCAL ECONOMY BOOSTED BY OPENING OF
STUDIO MOVIE GRILL SEMINOLE**

12 Screen Movie Theatre Complex with fresh, made-to-order food, handcrafted cocktails and unrivaled comfort and service, creates 220 local jobs!

SEMINOLE, FLA – September 12, 2017 - Studio Movie Grill (SMG), a national pioneer in the luxury theater experience, is bringing more than 200 Jobs, year-round advertising and a boost to traffic at Seminole’s City Centre when it opens its newest location in the heart of Pinellas County on October 12, 2017..

“Seminole City Centre has emerged as a singular shopping, dining and entertainment complex serving all of Pinellas, and the addition of Studio Movie Grill will seriously boost our foot traffic,” said XXXX from developer XXXX. “All of our tenants at the City Centre can expect to be busier when SMG opens with a flourish in October.”

SMG has engaged general contractors, landscapers, technicians and more as they prepare their brand new building with leading edge laser projection systems, Q-SYS sound systems, luxury recliners and more to create a one-of-a-kind moviegoing experience in Pinellas County. In addition, they are currently hiring the more than 220 staffers who will man the box office, kitchen, bar and theaters.

SMG Seminole will offer customers an enhanced movie-going experience with the latest in sight and sound technology, housed in upscale theaters featuring spacious auditoriums with stadium seating, individual dining tables and a contemporary-casual entry, lounge and bar area great for meeting before or after the movie and a patio incorporating a play area for children. The new SMG location will offer a unique fusion of hospitality and lounge experiences as they continue to innovate fresh ideas into their concept.

“Studio Movie Grill is the perfect match for a growing, family-friendly city like Seminole,” Mayor Leslie Waters said. “Studio Movie Grill brings a stellar reputation and a commitment to the community that you simply won’t see from any other theater chain. They are planning an entire month of special events to support first responders, veterans, the disabled and a variety of local charities. We can’t wait for their doors to open.”

SMG Seminole is set to open Thursday, October 12, just in time for all the winter blockbusters including the much-anticipated, THOR, JUSTICE LEAGUE, BAD MOMS XMAS and STAR WARS:THE LAST JEDI. The 43,354 square-foot entertainment complex will be an upscale social destination, encompassing twelve screens and 1,224 seats. Online ticketing will enable 100% reserved seating, providing for a relaxed, no-rush guest experience.

Each auditorium will feature VIP custom made luxury leather recliners by Inorca ©, the world's foremost manufacturer of deluxe, plush leather lounge chairs with built-in tabletops and 'push-for-service' call buttons – the perfect setting for dining and relaxing, ensuring the most comfortable and enjoyable in-theater dining experience.

“The arts and entertainment sector is a key factor in our economy, contributing more than \$700 billion every year, and Pinellas County's rapid growth makes it a prime location for our newest theater,” Studio Movie Grill Founder & CEO, Brian Schultz said. “Our aim is to do more than just provide an upscale movie experience. Our mission makes it imperative to act as a true partner in the community by providing our new Seminole and Pinellas County neighborhoods numerous economic opportunities.”

SMG is actively hiring team members and looking to fill a number of hourly positions. Once hiring is complete, the theatre will employ more than 220 team members. Prospective employees are welcome to apply in person at SMG's hiring space located at Seminole City Center, 7718-113th Street N, Seminole, FL 33772 Monday through Friday 10-7, Saturday 1-5pm or through the SMG website at www.studiomoviegrill.com.

SMG is sure to be a major attraction and drive traffic to its new 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 25 locations in 9 states. SMG, the leader of in-theater dining exhibition, recently announced a major expansion initiative with plans for additional sites including Marietta, GA and Bakersfield, CA before the end of the year. SMG is a conscious business and committed to its mission to open hearts and minds, one story at a time. For additional information, visit www.studiomoviegrill.com

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