



## Studio Movie Grill Reaches Milestone, Prepares To Unveil 25<sup>th</sup> Location Nationwide in Arlington, Texas

**DALLAS** (December 28, 2016) - Studio Movie Grill ("SMG") the leading full-service, in-theater dining concept, will unveil its 25<sup>th</sup> and newest flagship in Arlington, Texas' Lincoln Square. Opening officially on January 19, 2017, SMG Lincoln Square will create an environment rich in relevant family-friendly events while continuing to cater to its in-theater dining guests with enhanced technologies and inventive menu offerings.

Continuing its successful track record of bringing innovative elements to their locations, Lincoln Square is poised to excite its new community. From custom made Inorca® luxury VIP leather recliners to having a laser-like focus on social responsibility and charitable outreach, SMG Lincoln Square will continue to leave a positive wake as a conscious business.

"Our success is based on making the world a better place one movie at a time, creating great experiences and memories," remarked Brian Schultz, Founder and CEO of Studio Movie Grill. "Maintaining a high level of excellence is paramount to our business and who we are. Studio Movie Grill is a forward-thinking company and we will continue to innovate to deliver the best for our guests."

Leading up to its grand VIP opening and immediately following, SMG Lincoln Square will offer Arlington residents a series of out-of-the box special events. Themed around some of 2017's most anticipated releases, beginning with Paramount Pictures® films *XXX: The Return of Xander Cage* activation on opening day, January 19, 2017 and followed by *Monster Trucks* family-friendly activation on Saturday, January 21, 2017 films will come to life outside the theater, so North Texans can enjoy a richer movie-going experience.

"Studio Movie Grill Lincoln Square will offer a synthesis of imaginative special events and an enhanced movie going experience as guests enjoy our newest Texas flagship" said Lynne McQuaker, Senior Director of Public Relations and Outreach for Studio Movie Grill.

SMG Lincoln Square will provide guests with delicious menu offerings for all tastes. New additions will include a Chimichurri Sirloin Salad, Roasted Pepper and Garlic Hummus, and Seared Ahi Tuna alongside SMG's most popular items such as Coconut Chicken Tenders. Guests can also enjoy adult beverages like the new Fireball Cocktail and a premium bar.

Located at 452 Lincoln Square, Arlington, TX 76011 Studio Movie Grill Lincoln Square will offer 100% advanced reserved seating online or at the box office and routinely advertise special offers at [www.facebook.com/studiomoviegrillfan](http://www.facebook.com/studiomoviegrillfan) and <http://twitter.com/studiomoviegril>.

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**About Studio Movie Grill**

Studio Movie Grill, the leader in in-theater dining exhibition and named to Inc. Magazine's 35<sup>th</sup> Annual List of Fastest Growing Private Companies, has modernized the traditional movie-going experience by combining first-run movies with full-service, in-theater dining. Since 2000, SMG has swiftly grown to 25 locations in 10 states. Its long-standing Special Needs Screenings and Chefs for Children community programs continue to help families everywhere. SMG ranks #1 in box offices in in-theater dining concepts. For additional information, visit: [www.studiomoviegrill.com](http://www.studiomoviegrill.com).

**MEDIA CONTACT:**

Jordan A. Hora

Phone: (214) 732-7949

Email: [jhora@lightningrodevents.com](mailto:jhora@lightningrodevents.com)

Lynne McQuaker, Studio Movie Grill

Office: (972) 388-7888 Ext. 232

Email: [lmcquaker@studiomoviegrill.com](mailto:lmcquaker@studiomoviegrill.com)

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