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FOR IMMEDIATE RELEASE:

**NEW SMG NORTH POINT OFFERS BEST MOVIE-GOING**

**AND IN-THEATER DINING EXPERIENCE IN ALPHARETTA**

*New 14-screen luxury dine-in theater to generate local jobs, drive increased traffic to area retailers and offer enhanced experience for movie-lovers*

DALLAS, TX (December 14, 2021) – Dallas-based Studio Movie Grill (SMG) confirmed the opening of its newest prototype flagship theater, SMG North Point, in Alpharetta today. Scheduled to open January 13, 2022, at 7730 North Point Pkwy in Alpharetta, Georgia, the highly anticipated theater will mark the company’s twenty-first location in seven states, its third location in Atlanta, and the further expansion of the SMG brand following restructuring and reemergence in early 2021.

“This building is a physical representation of SMG’s ethos, and our entire team is excited to be here in Alpharetta opening this new location,” Studio Movie Grill CEO, Ted Croft expressed. “At the core of our mission to open hearts and minds, one story at a time, are the people that come to work every day, that came to work when we couldn’t work, and cannot wait to welcome guests back to SMG. We hope residents, visitors and those who work in the area will make SMG North Point their go-to theater.”

SMG North Point is located at Mansell Crossing, just northeast of the intersection of North Point Parkway and Mansell Road in Alpharetta. The state-of-the-art theater will feature over 1,300 luxury recliners in 14 auditoriums outfitted with the latest digital projection, Dolby 3D, Q-SYS custom sound systems, as well as a full-service bar and lounge and made-to-order American Grill menu. As longtime fans of the concept know, SMG offers guests the opportunity to not only enjoy a movie and meal together but also the opportunity to stop by and enjoy a comfortable neighborhood restaurant and beautifully appointed bar and lounge.

Anticipated to positively impact the local economy, SMG North Point is actively hiring team members and looking to fill hourly positions in a variety of roles. SMG’s innovative service model offers exciting and unique employment options for team members of any experience level. The hiring office can be found at 7431 North Point Parkway, Suite 1310, Alpharetta, GA 30022 and will be open Monday to Saturday from 10 am to 7 pm. Prospective team members should apply online through the SMG website at <https://www.studiomoviegrill.com/careers> or in person at the hiring office.

“On behalf of the City of Alpharetta, I’d like to congratulate Studio Movie Grill on its upcoming opening,” said Mayor Jim Gilvin. “We are very excited that their newest prototype will be opening in our city.”

“Continuing its focus on SMG’s success in the Atlanta market, the SMG team cannot wait to open its doors in Alpharetta. Frankly, we couldn’t be prouder to offer guests our newest flagship and menu with the same southern hospitality SMG fans have experienced in Duluth and Marietta,” said Brian Hood, SMG COO. “We’re committed to providing an experience that makes movie-goers excited to return to movies on the big screen, off the couch, and into the theater. We think SMG North Point is perfect for this challenge.”

SMG is a conscious business and its role in the community doesn’t stop with entertainment and dining. All SMG locations participate in its legacy Special Needs Screenings, which are free for children with special needs and their siblings to allow families to attend together.

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About Studio Movie Grill:

Conceived in 1993, Studio Movie Grill (“SMG”) modernized the traditional movie-going experience by combining first-run movies with full-service, in-theater dining and now has 226 screens in 7 states.  SMG was named to Inc. Magazine’s List of “Fastest Growing Private Companies” three years in a row, placed 13th in Box Office Magazine’s Giants of the Industry in 2020, and, in prior years, 50 films put SMG in the top 10 at the Box Office with key titles grossing as high as #5 in box office receipts. Honoring its commitment to Opening Hearts and Minds, One Story at a Time™, SMG’s legacy programs include its longtime Special Needs Screenings, which strive to help families. In June 2018, SMG created a unique loyalty program, SMG AccessTM which, as loyal guests earn rewards, has allowed them to join SMG in offering movies and meals to underserved community members. To date, this program has earned over 44,000 movies and meals.  For additional information, visit [studiomoviegrill.com](http://studiomoviegrill.com).

Allied Global Marketing Atlanta Contacts:

Carolyn Sloss p: 404-975-4202; e: [csloss@alliedglobalmarketing.com](mailto:csloss@alliedglobalmarketing.com)

Lindsey Anthony p: 404-975-4270; e: [lanthony@alliedglobalmarketing.com](mailto:lanthony@alliedglobalmarketing.com)

Studio Movie Grill Media Contact:

Lynne McQuaker, Public Relations; e: [lmcquaker@studiomoviegrill.com](mailto:lmcquaker@studiomoviegrill.com)