



Studio Movie Grill Partners With Fan Faves the Mavs ManiAACs

SMG CEO/Founder Brian Schultz named “Honorary ManiAAC”!

Dallas, TX (March 22, 2016) - **Studio Movie Grill (SMG)** is excited to announce a new multi-year partnership with the Mavs ManiAACs. SMG has been a long-time supporter of the Dallas Mavericks over the years. From regular watch parties and cheering the team on at SMG theaters in DFW to hosting season ticket-holder events, SMG can't get enough of the original hip-hop dance troupe of beefy men! "Cultivating strong partnerships has always been a top priority of SMG's marketing strategy and the Mavericks have long been regarded as one of the most innovative sports franchises. We are very proud to be a part of the Mav's community," said CEO/Founder of SMG, Brian Schultz.

"We are always looking for inventive and original partnerships with brands in the DFW community, and Studio Movie Grill is no exception. We are looking forward to watching the ManiAACs and Studio Movie Grill create amazing experiences for our fans during the upcoming season," said George Killebrew, Executive Vice President of the Dallas Mavericks.

The entire SMG team, and particularly SMG's CEO/Founder, Brian Schultz, are huge (no pun intended) fans of the ManiAACs. SMG is all about great FILM, great FOOD, and great FUN! Therefore, it's a natural fit to partner up with the food, fun, entertainment loving hilarity of the ManiAACs. Just like SMG, the ManiAACs know how to keep their fans entertained.

Elements of the partnership will include the ManiAACs regularly giving out vouchers for their favorite SMG menu items (remember these boys love to eat!). They'll also offer up SMG specials, swag items, and, at select Mavs games, they will be tossing out special custom ManiAAC/SMG t-shirts.

The ManiAACs will also thrust their way into our hearts at SMG locations around DFW throughout the year - signing autographs and handing out Mavs tickets. SMG CEO/Founder, Brian Schultz, has been named "honorary ManiAAC". Look for him to make a special appearance with the ManiAACs at an upcoming home game. (He's rehearsing his moves as we write.)

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 24 locations in 10 states. SMG, long considered the leader of in-theater dining exhibition, recently announced a major expansion initiative including openings of additional sites throughout the country and the renovations of existing theaters. SMG is currently ranked 20th largest exhibitor in the U.S. For additional information, visit www.studiomoviegrill.com.

About the Dallas Mavericks

The Dallas Mavericks play in the Southwest Division of the Western Conference of the National Basketball Association (NBA) and began as an expansion franchise in 1980. The Mavs have won

three division titles (1987, 2007, 2010) two conference championships (2006, 2011) and under the leadership of owner Mark Cuban, Head of Basketball Operations/GM Donnie Nelson and Head Coach Rick Carlisle, the team won its first NBA Championship in 2011. In addition to on-court success, the Mavs are committed to making a difference in North Texas through outreach programs and the Dallas Mavericks Foundation. For more information on Dallas Mavericks players, staff, stats and tickets, please visit mavs.com.



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