

FOR IMMEDIATE RELEASE



STUDIO MOVIE GRILL SUNSET WALK AT MARGARITAVILLE RESORT ORLANDO OFFICIALLY OPENS NEXT WEEKEND WITH FESTIVE GRAND OPENING EVENTS

New 12-screen luxury dine-in theater opens to the public March 28th, adding a state-of-the-art movie entertainment anchor to the much-anticipated Sunset Walk at Margaritaville Resort Orlando mega-complex in Osceola County

Kissimmee, FL (March 20, 2019) – Dallas-based Studio Movie Grill (“SMG”), the leader and premier provider of the in-theater dining experience, is officially opening its doors as the largest anchor for Sunset Walk at Margaritaville Resort Orlando on Thursday, March 28th. The Grand Opening of SMG Sunset Walk marks the company’s third Florida location, adding an additional 12 screens to its current 321 screens operating in 9 states nationwide.

The new Sunset Walk at Margaritaville Resort Orlando is located at 3204 Margaritaville Blvd., near U.S. Highway 192 and State Road 429 in Osceola County. Designed to be a true entertainment destination for the \$750 million, 300-acre development, this twelve-screen, 40,000-square foot theater features 1,100 luxury lounge chairs and recliners in 12 auditoriums, each outfitted with the latest state-of-the-art NEC laser projection, Dolby 3D, Q-SYS custom sound systems to ensure the most comfortable and technologically advanced cinematic experience. Each luxury recliner features a built-in tabletop and ‘push for service’ call button to enable guests to order from the full-service premium bar and extensive American Grill menu delivered right to their seats. Every SMG theater offers 100 percent reserved seating online and at the box office.

In addition to in-theater dining, movie-goers at SMG Sunset Walk can relax at the modern full-service bar, lounge and outdoor patio area, where they’ll enjoy a made-to-order American Grill menu and premium craft cocktails, including a private label brand of Patron tequila, blended especially for Studio Movie Grill.

“With the opening of SMG Sunset Walk, we are excited to become the primary anchor for this vibrant and much anticipated destination,” said Studio Movie Grill Founder/CEO, Brian Schultz. “As the leader in in-theater dining, we are continually innovating our concept, and pride ourselves in offering much more than just blockbuster movies and full-service in-theater dining; our mission is to open the hearts and minds one story at a time and to serve and support our local communities through an expansive outreach program.”

Movies premiering on Grand Opening weekend are *Wonder Park* and *Dumbo*. Tickets are on sale now at studiomoviegrill.com/sunset-walk.

Other happenings during Grand Opening weekend, March 28-31, include:

“HIGH-FLYING GRAND OPENING CELEBRATION” ALL WEEKEND LONG! The public is welcome to join us for a high-flying weekend celebration, including exciting prizes, food sampling, and live performances throughout the weekend! We’ll be doing aerial prize drops every half-hour from 1 pm. until 5 p.m., with chances to win free movie tickets, gift cards and swag throughout the weekend. Entertainment will include colorful stilt walkers, face painting, jugglers, musical performances and even a kissing horse! We have lots

of surprises in store and iHeart's WMGF Magic 107.7 FM personalities "Chad & Leslye" will be on hand to emcee the festivities on Sunday from 1-3 p.m.

Ongoing events and promotions include:

FREE MOVIES FOR A YEAR: In celebration of the Grand Opening, SMG will select one newsletter subscriber each day in May, who will win free movies for a year. That means there are 31 chances to win! Signup is available now at www.studiomoviegrill.com/SunsetWalk.

SPECIAL NEEDS SCREENINGS: Launching on April 6th, 2019, with *DUMBO* and April 13th with *SHAZAM!* SMG's long-standing Special Needs Screenings will be shown on the Saturday morning following the release of a family movie at 11 a.m. to accommodate families raising children with special needs. A pillar of SMG's mission and outreach since 2003, Special Needs Screenings are shown with the lights up and the volume lowered and children are free to move around, talk or even dance in the aisles! Screenings are free to children with special needs and their siblings, while other family members will receive matinee pricing to encourage families to attend together. For more information on future films and dates, please visit <https://www.studiomoviegrill.com/Movie/Film-Series/Special-Needs-Screenings>

CHEFS FOR CHILDREN: In partnership with Westside K-8 School, our Orlando-area beneficiary, for every menu item purchased with the "Chefs for Children" badge, SMG will donate 5 percent of the proceeds to Westside school. Giving never tasted so good! For more information on the program, please visit <https://www.studiomoviegrill.com/Story/chefs-for-children>.

About Studio Movie Grill

Established in 1998, Studio Movie Grill ("SMG") modernized the traditional movie-going experience by combining first-run movies with full-service, in-theater dining. SMG has swiftly grown to 31 locations in 9 states with further expansion planned. SMG was named to Inc. Magazine's List of "Fastest Growing Private Companies" three years in a row and placed 12th in Box Office Magazine's Giants of the Industry in 2018 with key films grossing as high as #4 in North America. Honoring its commitment to Opening Hearts and Minds, One Story at a Time[®], SMG's legacy programs include Special Needs Screenings, Chefs for Children program and the annual Opening Hearts & Minds Award, which strive to help families and acknowledge local heroes. In July 2018, SMG created a unique loyalty program, SMG Access which, as loyal guests earn rewards, allows them to join SMG in offering movies and meals for underserved community members. For additional information, visit studiomoviegrill.com.

Media Contact:

For Studio Movie Grill:

Lynne McQuaker, Senior Director Public Relations + Outreach
Email: lmcquaker@studiomoviegrill.com | 972-388-7888 ext 232

Justina Walford, Manager Community Relations + PR
Email: jwalford@studiomoviegrill.com /972-388-7888 ext 388

For Local Media Inquiries:

Andrea Mane, Plan A Public Relations & Marketing
Email: andrea@planapr.com | 407-905-0608 ext 1

++++++