

**FOR IMMEDIATE RELEASE**



## **Studio Movie Grill Announces Major Expansion in New and Existing Markets**

**DALLAS, TX, June 17, 2019** – Ted Croft, CFO of Studio Movie Grill (SMG), announced today two additional locations for the national exhibitor. The brand will now have thirteen locations in Texas once Chisholm Trail Ranch in Fort Worth and Aliana Waterview Town Center in Richmond, Texas open for business. SMG Sunset Walk, the brand’s third location in Florida, opened earlier this year in Kissimmee/Orlando. Previously-announced locations in Philadelphia, Charlotte, and Sacramento, round out the brand’s development plans for 2019, bolstering SMG’s presence in existing markets. These locations will add over 50 new screens to an existing 333 screens operating in 10 states nationwide, enhancing its position as the leader of the in-theater dining concept.

SMG Chisholm Trail will break ground in Fort Worth this summer and will anchor the new commercial development with 10 screens and 1,200 luxury recliners at the southeast corner of Chisholm Trail Parkway and McPherson. The Shops at Chisholm Trail Ranch will occupy approximately 225,000 sq. ft. with a mix of retail, entertainment and restaurants.

SMG will also anchor Aliana Waterview Town Center, located at the Grand Parkway (SH99) and Grand Mission Blvd., in Fort Bend County, a 134-acre retail development. The site is adjacent to Aliana, Houston’s second top-selling master-planned community offering 4,000 homesites. This ground up theater will house 12 screens and 1160 luxury recliners, plus an outdoor viewing area for movies on the yard.

As the #1 cinema-eatery in the country, SMG has made Inc. Magazine’s List of “Fastest Growing Private Companies” three years in a row, and placed twelfth in Box Office Magazine’s Giants of the Industry in 2018. In 2018, 56 films put SMG in the top 10 at the Box Office with key titles grossing as high as #4 in box office receipts. The signature SMG experience has proven immensely popular wherever new theaters have opened, continuing to fuel the current growth trend.

"SMG is committed to growing our concept so that we can fulfill our purpose to Open Hearts and Minds, One Story at a Time. We are creating a best-in-class moviegoing and dining experience, with an emphasis on our team and our communities. We will leave a positive wake for the people we serve and an economic impact in cities we live. It is especially exciting to be expanding our footprint and reaching a wider audience," shared Founder/CEO Brian Schultz.

Additionally, SMG is not only constructing new locations, they are actively preserving acquired movie spaces, including three Krikorian theaters in SoCal that opened as full concept SMG locations earlier this year in Redlands, Monrovia and Downey. These theaters were successfully converted with the goal of retaining the integrity of the popular Krikorian Theatres. The thoughtful redesign and renovation focused on elevated touch-points in the auditoriums including luxury recliners and improved site lines alongside the modern convenience of a full service restaurant and bar-lounge. SMG's newest acquisition, SMG Hampton in Virginia, formerly the Peninsula Movie Bistro at 4401 West Claiborne Square, Hampton, VA 23666 was also acquired earlier this year.

"SMG is focused on expansion and this year we'll see continued growth," remarked Andrew Bucki, VP of Development at SMG. "Our segment of movie exhibition continues to be the fastest growing in our industry and the SMG team is constantly innovating our brand with a focus on facility design, customer service, the best technology, and a robust menu."

New locations will be found later this year in:

#### CHARLOTTE, NC

**SMG Prosperity Market** is SMG's second location in Charlotte and is set to open in Q3, 2019 at 5336 Prosperity Church Road. The 47,000-square foot theater will feature thirteen screens and over 1,000 luxury leather recliners.

#### SACRAMENTO, CA

**SMG Citrus Heights** is SMG's seventh California location and second in the Sacramento area. It is also set to open Q3, 2019 at 8501 Auburn Blvd. The 49,000 square foot theater will feature eleven screens with 1,300 seats.

#### PHILADELPHIA, PA

Newly announced **SMG Willow Grove** will mark a second Philadelphia location for the Studio Movie Grill concept offering 12 screens and 1256 seats in a 50,133 square foot location. This location will open its doors Q4, 2019 at 2500 W Moreland Rd, Willow Grove, PA 19090.

Each new SMG location will feature Prototype 2.2—a marriage of 25 years of in-theater dining expertise and execution. Moviegoers can anticipate an upscale social destination, with definitive touch-points in a modern, comfortable setting with a dedicated bar-lounge and the very best viewing experience. Guests in these locations can also expect a freshly prepared American Grill menu, full service premium bar, and the same friendly service SMG is known for nationwide.

More information can be found at <https://www.studiomoviegrill.com/>

#### **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 333 screens in 10 states with further expansion planned. SMG was named to Inc. Magazine's List of "Fastest Growing Private Companies" three years in a row, placed 12<sup>th</sup> 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 annual Opening Hearts & Minds Award, which strive to help families and acknowledge local heroes. In June 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](http://studiomoviegrill.com).

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