



FOR IMMEDIATE RELEASE

STUDIO MOVIE GRILL IMPLEMENTS “GUEST FIRST” SERVICE BY LIMITING CAPACITY AND PROVIDING FLEXIBLE SEATING

Dallas, TX – March 13, 2020 : Studio Movie Grill (“SMG”) is reducing seating capacity nationwide and limiting the number of tickets sold in any auditorium to a maximum of 150 in support of natural social distancing as well as offering its guests the ability to pick a different seat, if available, without changing their ticket.

Today, SMG Founder/CEO, Brian Schultz stated “SMG is taking every precaution to keep our team and guests safe. We have further elevated our stringent cleaning and sanitation protocols and added sanitizer stations. Now we need to take further action by reducing capacity in all our theaters to allow for recommended social distancing and to provide our guests the opportunity to select where they feel most comfortable to sit. Through online ticketing, kiosk check-in, and by reducing our capacity, we hope to offer guests reassurance when enjoying dinner and a movie at SMG.

“We also have large lounge areas with divided dining booths for guests to enjoy a meal without a movie ticket. This is the moment for SMG to show the purest form of hospitality by taking the steps needed to provide our guests, and team, a safe and enjoyable moviegoing experience with confidence,” added Schultz.

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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. SMG has swiftly grown to 353 screens in 10 states. SMG was named to Inc. Magazine’s List of “Fastest Growing Private Companies” three years in a row, placed 11th in Box Office Magazine’s Giants of the Industry and, in 2019, 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 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 to underserved community members. To date, this program has earned over 40,000 movies and meals. For additional information, visit studiomoviegrill.com.

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