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KISSIMMEE/ORLANDO ECONOMY BOOSTED BY OPENING OF STUDIO MOVIE GRILL SUNSET WALK

New 12-screen luxury dine-in theater to generate over 200 local jobs, and drive increased traffic to area retailers and establishments

Kissimmee, FL (February 12, 2019) – Dallas-based Studio Movie Grill (“SMG”), the premier provider of the in-theater dining experience, is opening its doors as the largest anchor for Sunset Walk at Margaritaville Resort Orlando at the end of March. This will be SMG’s third Florida location, further solidifying the company’s position as the leader of the in-theater dining concept. The location will add an additional 12 screens to its current 314 screens operating in 9 states nationwide.

Sunset Walk at Margaritaville Resort Orlando is designed to be a true entertainment destination for the \$750 million, 300-acre development. The project, which sits on 40 acres of lagoons and lakes, is currently under construction near U.S. Highway 192 and State Road 429 in Osceola County. SMG will anchor this premier destination with a twelve-screen, 40,000-square foot location that will feature over 1,100 luxury leather recliners and will be the largest anchor of the highly anticipated Margaritaville Resort Orlando.

SMG 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. Prospective team members should apply online through the SMG website at <https://www.studiomoviegrill.com/careers> or in person Monday - Friday 10 a.m. to 7 p.m. at the Ramada Kissimmee Gateway Orlando, 7470 W Irlo Bronson Memorial Highway, Hospitality Suite #154, Kissimmee, FL 34747. SMG Sunset Walk is currently hiring over 200 positions, and the increase in jobs is expected to impact the local economy in significant ways.

“We are very excited to open in Sunset Walk at Margaritaville Resort Orlando and to provide our new neighbors with further economic and outreach opportunities,” said Studio Movie Grill Founder/CEO, Brian Schultz. “For SMG, our locations are more than blockbuster movies and full-service in-theater dining; our mission is to open the hearts and minds one story at a time in the communities we serve.”

SMG Sunset Walk will offer an elevated movie-going experience with the latest in NEC laser technology, and QSC custom sound systems housed in 12 spacious auditoriums. Each theater will feature luxury leather recliners, custom-made by INORCA®, the world’s foremost manufacturer of deluxe, plush leather lounge chairs with individual dining tables and ‘push-for-service’ call buttons. SMG Sunset Walk also offers a modern, full service bar and lounge designed for an elevated guest experience before and after the movie.

At the core of Studio Movie Grill’s mission is a desire to leave a positive wake in the communities they serve. In short, SMG’s role as good neighbor extends beyond the four walls to participate in nationwide outreach initiatives, including its legacy [Special Needs Screenings](#) and [Chefs for Children program](#), whereby proceeds from select menu items support local non-profits that serve special needs children and their families.

The SMG concept has historically proven to be a boon to surrounding retailers as a regional destination, a venue that can provide on-screen advertising 365 days a year, and bring an increase in customer traffic to nearby establishments.

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 30 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

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