**FOR IMMEDIATE RELEASE**

**Studio Movie Grill Simi Valley**

**Officially Opens Its Doors Thursday, October 22**

*Introducing Customized Luxury Seating And Fresh New Menu*

Simi Valley, CA (October 19, 2015) – **Studio Movie Grill (SMG),** the original first-run, in-theater dining concept that has revolutionized the theater-going experience in cities all over the country, opens its doors to a new flagship in Simi Valley on Thursday, October 22, just in time for the fall blockbusters. SMG Simi Valley, located at the Simi Valley Town Center Shopping Mall, 1555 Simi Town Center Way, Simi Valley, CA 93065 has created an all new, luxurious movie-going experience with custom-built Inorca® recliners and plush leather seating bringing even more comfort to the brand. Guests can relax in style while watching first-run movies and being served a full American grill and premium bar menu directly to their seat with the touch of a button, as SMG fans around the country have come to expect.

SMG Simi Valley will open its doors just in time for movie lovers to catch first-run releases of highly anticipated titles, such as ***Burnt, Spectre*** and ***The Hunger Games: Mockingjay Part 2.***  Guests will be offered Grand Opening special ticket pricing at $9.00 for adults, $7.00 for matinees, and $6.00 for children. Military, Student & Senior discounts will also be offered. 100% reserved seating is available online now at www.studiomoviegrill.com. The perfect location for everyday movie going, SMG Simi Valley is sure to become the go-to entertainment venue for neighboring communities.

“Opening this new location close to my roots in Southern California, the home of filmed entertainment, is a personal dream come true for me,” said Brian Schultz, Founder and CEO of SMG. “Studio Movie Grill Simi Valley will showcase all the best and latest technology, amenities and aesthetics the movie-going experience has to offer and we believe the public will be as thrilled as we are. We appreciate how supportive this tight-knit city of Simi Valley has already been to us, and in turn we look forward to becoming an active member of the community for years to come. As our 23rd location nationwide, SMG Simi Valley promises to be an exceptional in-theater dining experience for all of our guests.”

As well as bringing a positive economic impact and hiring of over 225 team members, SMG is committed to “giving back” to all the local communities in which each of its theater resides. The company’s mission is to open hearts and minds, one story at a time, and it differentiates itself by proudly supporting local initiatives through community outreach and offering programs that make a difference in peoples’ lives.

From October 26 - 29, SMG Simi Valley will host its signature community-wide Cans Film Festival Food Drive. Moviegoers who donate four or more canned goods or non-perishable food items during the food drive will receive a free ticket to any movie that day. All donated items will go to benefit The Samaritan Center, Simi Valley’s social services organization. In addition, SMG offers its Special Needs Screenings for families raising children with special needs. Established over seven years ago, these regularly scheduled screenings offer first-run family movies, free to children with special needs and their siblings. All others pay the before–noon matinee ticket price. The series launches at SMG Simi Valley with ***Ghostbusters*** on Saturday, October 31 at 11:00amin partnership with the Simi Valley Unified School District’s Student Support Services.

At SMG Simi Valley, 5% of the proceeds from any item on the menu marked with the **SMG Chefs for Children** badge will be donated to Simi Valley Unified School District’s Student Support Services. Giving back never tasted so good!

SMG Simi Valley also offers year-round events, promotions, and special screenings. Through October 30, SMG Simi Valley is giving moviegoers the chance to win one of four exclusive ‘Admit-Two Annual Movie Passes’! No purchase is necessary and to enter to win, guests can visit www.SMGWinFreeTickets.com.

Guests are encouraged to stop by SMG Simi Valley or visit the website at [www.studiomoviegrill.com](http://www.studiomoviegrill.com) for additional special events and offers and to sign up for the weekly e-newsletter. Fans can also find the latest offers on the SMG Facebook fan page at [www.Facebook.com/StudioMovieGrillFan](http://www.Facebook.com/StudioMovieGrillFan) or on Twitter (@StudioMovieGrill).

SMG Simi Valley offers a unique in-theater dining experience with an extensive menu of over 100 items. SMG’s new menu offerings include Tempura Battered Green Beans with Creole Dipping Sauce and Coconut Chicken Bites, a new take on an SMG classic. An exciting addition to the entrée salads is the Farm-to-Table Crudité with beets, asparagus, broccolini, cauliflower, carrots and romaine spears with freshly prepared ranch dipping sauce. Guests at SMG Simi Valley will also enjoy items such as Chicken Chimi Rolls, Sriracha Chicken, Three-Cheese Burger Sliders, and the Steak ‘N Gravy Sandwich with melted Gruyere Cheese, and Fried Onion Straws.

SMG’s Fired-Up flatbreads continue to evolve adding Sriracha Chicken with Coconut-Garlic Sauce and Roasted Leeks. The Gourmet Pizza options expand with the new Hawaiian BBQ Chicken Pizza, Frutti di Mare (spicy seafood) Pizza, and the Four-Cheese and Artichoke Pizza.

The menu will feature house-made favorites, including SMG’s most popular item, Coconut Chicken Tenders, and healthy entrée salads, such as Blackened Chicken and Classic Caesar.

For dessert, moviegoers can indulge in the classic New York Cheesecake, SMG favorites like Frozen Hot Chocolate and Brownie Sundae, or the brand new Nutella® Beignets.

The full-service bar at SMG Simi Valley offers adults a relaxing environment to enjoy a drink before or after a movie and includes a large selection of beers, wines, and signature SMG Cocktails such as the new Mexican Chocolate “Cinn,” an amazing blend of Malibu Sundae Run and Chila ‘Orchata as well as “The Grinder”, a mix of 1800 Silver Tequila, Monin Desert Pear and Cruzan Mango Rum. SMG Simi Valley also continues to support local craft beers from Firestone, Figueroa and Firemans Breweries and local food vendors.

SMG offers guests a variety of dining deals each night of the week, such as the two for $25.00 combo and $10.00 endless one-topping pizzas on Wednesdays. Guests can wind down with drink specials throughout the week, featuring deals like $5.00 House Margaritas and Deep Eddy Vodka Highballs. All specials can be found at <https://www.studiomoviegrill.com/Menu.aspx>.

‘SMG With a Twist’ provides affordable alternate, educational, and family programming including documentaries, cartoons, concert films, sports, and special advanced promotional screenings. This unique and distinct programming supports local community initiatives, artistic creation, and public awareness in SMG neighborhoods. SMG Simi Valley will launch a new Date Night series, beginning Wednesday, November 5 at 7:30pm with a showing of ***Jerry Maguire***. The series will continue every first Wednesday of the month. Guests will be offered a two for $25.00 combo meal complete with a favorite beverage, making this the perfect date night deal to share with that someone special. Make It A Date!

The new location will also feature the Girls Night Out series at 7:30pm every second Wednesday of the month. Ladies can invite their friends and enjoy “chick flick” favorites with their favorite cocktail beginning Wednesday, November 11 with the classic, ***You’ve Got Mail***.

Families can start a new tradition with their children with the Family Rewind series, featuring all-time favorite family movies, commencing with ***Hook*** on Wednesday, November 18 at 7:00pm and continuing every third Wednesday and Sunday of each month. Families can also enjoy a series of popular cartoons each Saturday and Sunday morning at 11:00am.

Tickets for all ‘SMG With A Twist’ movie series are only $3.00 per person at SMG Simi Valley.

SMG is also a great event venue and the choice of some of the largest corporations and organizations in the country, hosting over 2,500 private events each year. **SMG’s Private Events** team is on hand to create meetings, seminars, product training, employee appreciation, team building, private parties and movie premieres. Private event packages are available at SMG Simi Valley and include state-of-the-art digital projection and presentation equipment, complete audio/video capabilities, Wi-Fi, gaming and full service food and beverage packages developed by in-house chefs. For more information, visit <https://www.studiomoviegrill.com/EventsHome.aspx>

SMG Simi Valley is open Monday through Thursday from 11:00am – 11:00pm and Friday through Sunday from 11:00am – 12:00am. For more information on the new SMG Simi Valley or to sign up for the SMG e-blast, please visit [https://www.studiomoviegrill.com](https://www.studiomoviegrill.com/).

**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 23 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. These new locations will add over 35 screens and expand operations, ranking SMG the 20th largest exhibitor in the U.S. For additional information, visit [www.studiomoviegrill.com](http://www.studiomoviegrill.com/).

**About Studio Movie Grill Simi Valley**

Studio Movie Grill Simi Valley’s state-of-the-art theatre complex will be SMG’s 23nd location and first in Southern California. The new 41,311 square foot location houses 9 screens with over 950 seats. Each theater is equipped with Christie DLP powered projectors with QSC sound along with MasterImage 3D systems. Auditoriums boast spacious stadium seating, custom-built Inorca® recliners, plush leather seating and individual dining tables. SMG Simi Valley features contemporary signature SMG designs including combining crisp architectural details with natural materials, a selective mix of textiles, stone surfaces, warm-woods and furniture classics. The unique features and enhancements at SMG Simi Valley make the location the most sleek and advanced SMG to date.

Media Contacts:

Max Danielson, Studio Movie Grill, Office: (323) 436-6297, Cell: (818) 424-5837, mdanielson@studiomoviegrill.com

Lynne McQuaker, Studio Movie Grill, Office: (972) 388-7888, Ext. 232, lmcquaker@studiomoviegrill.com

# # #