



Studio Movie Grill Opens in Marietta on November 16

State-of-the-Art Theatre in Cobb County is the 3rd Atlanta Location for Luxury Theater Chain

[Studio Movie Grill \(SMG\)](#), the original first-run, in-theater dining concept that revolutionized the theater-going experience, will open its 3rd metro Atlanta location on **Thursday, Nov. 16, 2017. SMG Marietta**, located at 40 Powers Ferry Road, is over 49,000 sq. ft. encapsulating 11 dine-in auditoriums totaling 1285 luxury seats, plus high-design public areas, such as a front lounge, premium bar and spacious outdoor patio.

Moviegoers will relax in custom-built Inorca® VIP leather recliners and experience state-of-the-art Dolby sound with NEC laser projection to ensure the most comfortable cinematic viewing. Each theater features built-in tabletops and ‘push for service’ call buttons at your seat to enable guests to order from the full service premium bar and extensive American grill menu. Every SMG theatre, including Marietta, offers 100% reserved seating online and at the box office.

The opening of SMG Marietta marks the company’s 29th location across nine states. SMG’s signature design marries crisp architectural details using natural materials. The interior is modern and features a selective mix of textiles, stone surfaces, warm woods and furniture classics. SMG Marietta’s opening will also unveil the company’s latest concept prototype that includes an open outdoor patio.

“SMG’s new prototype is a marriage of 25 years of in-theater dining expertise and execution,” said Ted Low, Senior Director of Brand + Creative of SMG. “Our trademark design materials are now combined with an open-air bar and lounge area complimenting SMG’s immersive movie-going experience. SMG Marietta is equal parts design, technology and southern hospitality. It’s truly a place to relax, unwind, and have some fun.”

“With the opening of SMG Marietta, we are committed to providing the best possible entertainment experience while bringing substantial economic impact and dedicated outreach to the surrounding area,” said Brian Schultz, SMG’s CEO and Founder.

With the mission statement of “opening hearts and minds, one story at a time,” SMG proudly supports surrounding theatre communities with specialty programming and outreach. In celebration of its grand opening, SMG will be partnering with non-profits for select events and offering discounted pricing exclusive only to the Marietta location.

INTRODUCTORY PRICING: From Nov. 16 – Dec. 6, SMG Marietta will offer \$3 *online only* tickets with the code SMGMARIETTA. At the box office – tickets will be \$9 for adults, \$6 for children and \$7 for matinees.

GRAND OPENING PARTY: On Friday, Nov. 17, the Bull's Morning Show host **Kristen Gates** will emcee opening night festivities which include a free showing of **JUSTICE LEAGUE** for the first 100 people who line up starting at 5 PM for the 7 PM screening. All attendees who come between 5 - 7 PM will also be eligible for a drawing for free movie tickets.

CANS FILM FESTIVAL: From Nov. 27 - 30, SMG Marietta will host its Cans Film Festival, a food drive to help fill the shelves at the Atlanta Community Food Bank. Each moviegoer who donates four or more canned goods or non-perishable items will receive one free movie ticket to any film that day.

SPECIAL NEEDS SCREENINGS: Launching on Nov. 25 with **WONDER**, SMG's long standing Special Needs Screening will take place on Saturday mornings at 11 AM 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 and talk. Screenings are free to special needs children and their siblings. Other family members will receive matinee pricing to encourage families to attend together. For more information on future films and dates, please visit studiomoviegrill.com.

CHEFS FOR CHILDREN: In partnership with Spectrum, Parent2Parent and the Eli Project, every menu item purchased with the "Chefs for Children" badge, SMG will donate 5% of the proceeds to these special needs organizations

SPECIAL EVENTS: SMG's dedicated Studio Events team is ready to help plan your next private party, corporate meeting or any type of special celebration – large or small. Private event and fundraising packages include state-of-the-art digital projection and presentation equipment, complete A/V capabilities, Wi-Fi, gaming and food and beverage packages developed by in-house chefs.

About Studio Movie Grill

Established in 2000, Studio Movie Grill ("SMG") 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 30 locations in 9 states by the end of 2017 with further expansion planned in 2018. SMG was named to Inc. Magazine's List of "Fastest Growing Private Companies" two years in a row. With a commitment to opening hearts and minds one story at a time, SMG's long standing programs including Special Needs Screenings, Chefs for Children and annual Awards, continue to help families and acknowledge local heroes. For additional information, visit studiomoviegrill.com.

Media Contacts:

Casey Echols, Allied IM, Office (678) 504-2044, Cell: (404) 625-9117, cechols@alliedim.com
Justina Walford, Studio Movie Grill, (972) 388-7888, jwalford@studiomoviegrill.com

###