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STUDIO MOVIE GRILL WHEATON OPENS ON FRIDAY, JUNE 8

CHICAGO, IL May 23, 2012 – **Studio Movie Grill (SMG)**, the original first-run, in-theater dining concept that has revolutionized the theater-going experience in cities like Dallas, Atlanta, and Scottsdale will open in Wheaton, IL on Friday, June 8 at 301 Rice Lake Square. This marks the first Mid-West location for the state-of-the-art movie and dining experience.

“We could not be more thrilled to welcome a business that will bring both jobs and family friendly entertainment to our community,” said Wheaton mayor Michael Gresk.

Opening in a brand new facility in the Rice Lake Shopping Center, SMG Wheaton embodies a complete rethinking of traditional theater amenities. Focusing on affordable luxury, patrons of Studio Movie Grill will find spacious auditoriums with high-end lounge chairs and dining tables in an environment reminiscent of an upscale hotel lobby.

SMG Wheaton features a completely new Studio Movie Grill design that combines crisp architectural details with natural materials to create a series of layers from one space to the next. The interiors are modern with a selective mix of textiles, stone surfaces, warm woods, and mid-century furniture. The result is a muted color palette accented by the clean lines of custom built-ins and modern classics.

Just as much thought has been taken behind the scenes at SMG with the installation of Dolby 3D and the latest Dolby Digital technology in all eight theaters, which range in size from 100 to 275 seats.

An Affordably Luxurious Night Out

“We understand consumers today are looking for ways to get more out of their entertainment experiences but spend less money and time,” said Studio Movie Grill founder and president, Brian Schultz who has spent more than 12 years refining the in-theater dining concept.

SMG’s concept brings everything people love about a night out under one roof at prices that are accessible to all audiences. Offering quality and value, movie ticket prices start at \$5 for showtimes prior to noon. “Together time” matters and Studio Movie Grill’s all-reserved seating makes waiting in lines a thing of the past. There’s no more need to rush to the auditorium to save seat and patrons can pre-purchase movie tickets and select seats online.

“We’re a family-friendly venue that truly offers something for everyone. We believe in our concept and invite the Wheaton community to come and experience what sets us apart from our competition,” said Schultz.

Unique In-Theater Dining

With an evolving dining menu of over 100 items, Studio Movie Grill has upped the ante on what to expect from theater food. While popcorn and M&M’s are still options, they are only two of over 100 menu items that range from delicious appetizers (Spicy Tabasco Wings, Chicken Nachos), healthy choices (Turkey Burger, Fresh Fruit and Veggies), entrée salads (Thai Salad, Southwest Salad), gourmet pizzas, a kids menu (Grilled Chicken Tenders, Apples and Peanut Butter), and desserts (Brownie Sundae, PB Cookie Shake).

The full service lobby bar offers adults a relaxing environment to enjoy a drink before or after their movie. Studio Movie Grill offers a premium bar, large selection of beers (Michelob Ultra, Dos XX Amber, Shiner Bock) and wines (Coppola, Kendall Jackson) and a tempting menu of SMG Cocktails including the popular Texas Frozen Margarita and the perennial New York Cosmo. Don't miss the Nutter Butter Martini!

All of these items are available with a push of the Service Button conveniently located at every table. Studio Movie Grill's skilled team is trained to deliver guests' orders to their seats without compromising the viewing experience or interrupting other patrons.

SMG With A Twist – Giving back to the community

A cornerstone of Studio Movie Grill's success is its dedication to embracing and serving its communities. With the alternate screening program, *SMG With A Twist*, SMG will offer Wheaton residents cutting edge documentaries, sports, film series, concerts, comedies, and inspiring charitable events alongside first-run movies.

"I am familiar with the family-oriented programming that *SMG With A Twist* does and I look forward to it becoming an entertainment asset for everyone in Wheaton," said Mayor Gresk.

Among the film series are Kidtoons (\$2 cartoon series every Saturday and Sunday morning), Girls Night Out, SMG Classics, and SMG's Special Needs screening program which offers a family-friendly movie environment for families raising children with special needs. Upcoming screenings at SMG Wheaton include the documentary ***Chicago Cubs; The Heart & Soul of Chicago, Dirty Dancing***, the first Girls Night Out screening on June 13, ***Sixteen Candles***, an SMG \$1 Classic on June 21, and ***Madagascar 3: Europe's Most Wanted***, a Special Needs screening on Saturday, June 16. These screenings are free to children with special needs and their siblings.

Beginning on Friday, June 8, Studio Movie Grill Wheaton will be open to the public Monday through Friday from 3pm to 11pm and Saturday and Sunday from 11 am to midnight. Opening film titles include ***Prometheus, Rock of Ages, Abraham Lincoln: Vampire Hunter, Safety Not Guaranteed*** and more.

To learn more or reserve seats, visit www.studiomoviegrill.com or call 630-480-9557.

About Studio Movie Grill:

Studio Movie Grill Wheaton will be SMG's ninth location and its first in the Mid-West. Currently, Studio Movie Grill has six locations in Texas, in addition to theaters in Scottsdale, Arizona, and suburban Atlanta, Georgia. A new location is planned to open in the summer in Atlanta and more expansion is on the way. For additional information, please visit www.studiomoviegrill.com.

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