



*News Release*

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**DALLAS BASED STUDIO MOVIE GRILL'S NEW FLAGSHIP THEATER OPENS IN NORTH DALLAS  
TO RECORD ATTENDANCE**

***Grand Opening of SMG Spring Valley the largest Studio Movie Grill to date***

**DALLAS, TX, October 15, 2012** – Studio Movie Grill (SMG), known nationwide for pioneering the in-theater dining experience, saw record breaking attendance for the opening weekend of its new flagship and fifth DFW location in North Dallas. SMG remains the leader of the movie-grill concept offering up first-run movies and alternate programming alongside an American Grill menu and full service bar. SMG Spring Valley at Central Expressway & Spring Valley is Studio Movie Grill's largest theater to date with 12 screens.

SMG Spring Valley opened its doors to the public on October 12<sup>th</sup>. "We couldn't be more excited about bringing this expansion home because Dallas is where we got started," said Brian Schultz, SMG's Founder and President. "This is the largest location in our growing family and we think our customers will be excited to see the major improvements we've made; enhancements to our brand that will ultimately be integrated into all our Texas locations."

SMG Spring Valley showcases the refined and updated Studio Movie Grill experience—the same experience that won SMG Holcomb Bridge in Atlanta accolades as "Best Movie Theater Atlanta 2010" and their new SMG Wheaton in Chicago a recent nod from Forbe's Travel Guide 2012 as one of "10 Movie Theaters Worth Traveling For"—sharing honors with notables such as Grauman's Chinese Theatre in Los Angeles and ArLight Cinema in Hollywood.

And getting to the show couldn't be easier with SMG's new 100% reserved seating model debuting locally at the new Studio Movie Grill. "We don't like waiting in line either, or racing to make a show time, so we've gone to a 100% reserved seating model," says Schultz. "Our enhanced bar-lounge and lobby area affords customers a more enjoyable—relaxed—atmosphere in which to linger instead of having to rush to get the best seat or feel hurried to leave." Reserved seating is available online in advance or at the box office with tickets starting at \$5/ticket.

Introducing their concept nineteen years ago to its North Texas audience, SMG remains committed to setting the standard in cinema-dining with its new flagship store. The new theater embodies a decade of best practices and theater trends, plus the hallmark architectural and design

details of the exterior, interior lobby and bar-lounge areas that have come to distinguish the Studio Movie Grill brand nationally. SMG credits local Dallas-firm Droese-Raney Architecture with its new Spring Valley location designs.

Focusing on affordable luxury, long-time SMG patrons find spacious auditoriums with stadium seating and fixed lounge seats, individual dining tables, and an entry and bar area reminiscent of an upscale hotel lobby. The SMG Spring Valley features signature SMG design appointments combining crisp architectural details with natural materials. "The interiors are modern with a selective mix of textiles, stone surfaces, warm-woods, and modern furniture classics," says Ted Low, SMG's Creative Director and Brand Manager.

Just as much thought has gone into the viewing experience and menu offerings. SMG Spring Valley features Texas Instruments DLP powered projectors by Barco, and Dolby's most advanced 3D and digital technology on all 12 screens—boasting 2,500 seats combined—immersing guests in rich sound and picture excellence. "By presenting films the way filmmakers intended them to be seen, Studio Movie Grill is not only redefining cinema dining but also the entire movie-going experience for both film lovers and casual moviegoers," says Brian Schultz, SMG's Founder and President.

As for the food and beverage, Studio Movie Grill rolled out its new format menu with offerings such as crab cakes and a kale and avocado salad featured. "Quality is our number-one ingredient," says Executive Chef Thad Kelley, whose recent improvements in the kitchen include the introduction of premium brands like China Mist tea and Ben & Jerry's ice cream as well as updated recipes featuring premium ingredients and foods. Studio Movie Grill also offers a premium bar, large selection of beers—including local microbrews—distinctive wines, a crafted menu of SMG Signature Cocktails and its own STUDIO wines.

### **In-Theater Dining at the Push of a Button**

Studio Movie Grill's skilled team is trained to deliver guests' orders to their seats anytime during the show without compromising their viewing experience or interrupting other patrons.

### **About Studio Movie Grill:**

SMG Spring Valley in North Dallas is SMG's tenth location. Currently, Studio Movie Grill has seven locations in Texas, in addition to theaters in Scottsdale, Chicago and Atlanta. SMG's eleventh location and second in Atlanta will open November 2012 in Duluth, GA.

For additional information, please visit [www.studiomoviegrill.com](http://www.studiomoviegrill.com).

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