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Studio Movie Grill Announces Five New Theaters in Texas, California and Pennsylvania - Bringing Its Innovative In-Theater Dining Experience to Tens of Thousands More

DALLAS, February 27, 2015 – Brian Schultz, CEO and Founder of Studio Movie Grill (SMG) (www.studiomoviegrill.com), long considered the leader of in-theater dining exhibition, recently announced a major expansion initiative and the openings of new theaters in Pennsylvania and California as well as three new locations in the Texas market. Since Schultz developed the concept in 1993 and established SMG in 2000, the company has swiftly grown to 19 locations and 190 screens in nine states. These new locations will add 53 screens, and expand operations to ten states, ranking Studio Movie Grill 20th largest exhibitor in the U.S.

"Studio Movie Grill is excited to continue its expansion and to be on the forefront of enormous growth in our segment of the movie exhibition industry," said Schultz. "We take great pride in continually modernizing our concept with a focus on a relaxing, no-rush guest experience. By creating an appealing, comfortable environment enhanced by the best technology, 100% reserved seating, dedicated service and a continually evolving, eclectic menu, SMG makes movie going easy and enjoyable."

SMG's first location in Pennsylvania, SMG Upper Darby, is set to open in Q2 of this year at 55 S. 69th Street. The 37,103 square-foot establishment will showcase an upscale social destination with premium bar and lounge, nine screens with enhanced Dolby sound systems and Christie DLP powered projectors along with QSC speakers and Masterimage 3D systems with VIP seating for 1,475.

Opening this summer, SMG Simi Valley will be the first location for the company in Southern California. It will be the second SMG in the state. SMG Rocklin, a 9-screen, 35,000-square foot theater, opened to enormous and continuing success at the end of 2014.

Simi Valley Town Center, a 628,000-square-foot shopping, dining and entertainment destination will be anchored by the new-to-market Studio Movie Grill. The theater will be located at 1555 Simi Town Center Way on the north side of State Highway 118. The highly anticipated SMG Simi Valley location, scheduled to open in Q3 of 2015, will feature 9 screens in a 41,311 square-foot facility with VIP seating for 963.

The next SMG opening in Texas will be in Tyler in April as an anchor for the master-designed and pedestrian-friendly outdoor destination Village at Cumberland Park located at 8954 S. Broadway Avenue. Housed in 44,500 square feet, this location will contain 12 screens and over 1,500 seats.

In Q3 SMG The Colony, Texas will open its doors as the 9th SMG location in the Dallas/Fort Worth Metroplex. With 11 screens and 1,280 seats, this 48,870 square-foot theater will mark SMG’s 23rd location and 11th in Texas.

An additional 12 screens will be added to the rapidly growing SMG concept in Q4 with the addition of SMG Pearland to the Houston market at 8440 S. Sam Houston E. Parkway in Houston.
The five newest additions to the SMG family will focus on comfort and ease, offering casual dining and lounge areas for socializing before or after the main feature as well as in-theater dining. Definitive touch points will be reflected in every location, as SMG refines its architectural and design elements to achieve a consistent identity and build on its already avid fan base.

"The Studio Movie Grill is so much more than movies," explains Schultz. "We offer one-stop destinations for dining, entertainment, and a welcoming place to meet with friends and family. We're a great choice for both special occasions and a simple night out. SMG is excited to transform the typical cinema experience and offer a community gathering place alongside dinner and a movie."

Constantly redefining it’s dining options, 2015 will be no different, and SMG’s chefs will continue to innovate and look at small plate, healthy and regional trends. There will also be a focus on farm fresh produce and house made menu options. New menu items to look for include Sriracha chicken flatbread, hand made pulled pork spring rolls, new salad options and some surprising new finger food desserts - this alongside perennial SMG fan favorites such as Coconut Chicken and Artisan Pizzas. Local craft beers round out extensive premium liquor and wine offerings.

Studio Movie Grill’s mission is to “open hearts and minds one story at a time” and the company proudly supports local initiatives through community outreach and by offering programs that make an impact. One example is SMG’s Special Needs Screenings for families raising children with special needs. Established over seven years ago, these screenings offer first-run family movies free to children with special needs and their siblings while partnering with local non-profits serving these families. SMG’s Chef’s for Children program allows for a portion of sales from certain menu items to further benefit its special needs partners. Alongside mainstream blockbuster films, SMG With A Twist provides affordable alternate, educational and family programming. This unique programming supports local community initiatives, artistic creation and public awareness in SMG neighborhoods.

In appreciation for their service and to provide the best for its guests, SMG is extremely proud to announce that all security officers assigned to any SMG present and future will be military veterans. The company specifically chose G4S for its security services because of their initiative regarding the hiring of returning military veterans as part of the White House’s Joining Forces campaign. G4S continues to be a destination employer for veterans and according to Civilian Jobs News is one of the best places for veterans to work.

SMG is a popular 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 facilitate meetings, seminars, product training, employee appreciation, team building, private parties and movie premiers. Private event packages include state-of-the-art digital projection and presentation equipment, complete audio/video capabilities, Wi-Fi, gaming and full service food and beverage packages.

**About Studio Movie Grill**
SMG modernized the traditional movie-going experience by combining first-run movies with in-theater dining and is characterized in the market today by its continued ability to innovate and maximize movie and menu offerings. For additional information, please visit [www.studiomoviegrill.com](http://www.studiomoviegrill.com).

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