

DALLAS BASED STUDIO MOVIE GRILL TO BUILD ON SIX ACRE SITE IN LEAGUE CITY

Houston, Texas – August 15th, 2012 – The Houston office of The Retail Connection, L.P. today announced that Studio Movie Grill (SMG) will build one of its new concept theatres on six acres at the NEQ of Interstate 45 and Victory Lakes Drive. The theatre will be located just North of Victory Lakes Town Center.

“We are very pleased to welcome Studio Movie Grill to League City,” said Mayor Tim Paulissen. “The new theater is a win-win for our community, from the creation of new jobs, to a new attraction to shape our entertainment district, and a place within our own city where residents and visitors can enjoy dinner and a movie,” said Mayor Paulissen.

“Studio Movie Grill's plan is a great asset to our community, it could mean a 9 million dollar investment into League City, increased sales tax revenue and a great anchor to draw more businesses into the community,” said Mike Loftin, League City City Manager.

“League City has grown significantly over the past 10 years,” stated Owen Rock, Economic Development Director, “Studio Movie Grill’s decision to put another one of their theatres here shows the stability and growth potential of our great city.”

Other retailers such as Wal-mart, Target, Home Depot, Lowes, HEB, Michaels, Famous Footwear, Petco, and Kohl’s have locations nearby, proving the potential of this shopping district to attract consumers from a wide trade area.

“This location is situated 20 miles south of downtown Houston,” said Alix Fox, the broker representing the land owner. With League City having a strong economic base it is home to much of the region’s petrochemical and medical industry. Strong residential growth with rising economic development have made this location main and main for League City, and Studio Movie Grill saw this premier location as yet another opportunity to expand their brand in the Houston area.

Expected completion of the new theatre is slated for third quarter, 2013.

Studio Movie Grill 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 introduced the concept nineteen years ago to a North Texas audience and remains committed to setting the standard in cinema-dining with its third location in the Houston area. SMG League City will feature the refined and updated Studio Movie Grill experience—the same experience that won SMG Holcomb Bridge “Best Movie Theater Atlanta 2010” and most recently a nod from Forbe’s Travel Guide as one of “10 Movie Theaters Worth Traveling For”—sharing honors with notables such as Grauman’s Chinese Theatre in Los Angeles and ArcLight Cinema in Hollywood.

The new theater will embody 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.

Focusing on affordable luxury, long-time SMG patrons will 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. This newest SMG will also feature 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 League City will feature 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, “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, Ben & Jerry’s ice cream, and Napa’s Silver Oak Wines, as well as updated recipes featuring premium ingredients and foods.

“We couldn’t be more excited about bringing this expansion to the Houston area ,” says Schultz. “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.”

In-Theater Dining at the Push of a Button

SMG’s concept embodies everything people love about a night out at prices that combine quality and value. With its extensive American Grill menu, 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 a wide range of items from delicious appetizers and entrée-sized salads, to pizzas, quesadillas and tacos, SMG favorites, tempting desserts and a kid’s menu including healthier options. Studio Movie Grill also offers a premium bar, large selection of beers—including local microbrews—distinctive wines, and a crafted menu of SMG Signature Cocktails. 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.

Getting to the show couldn’t be easier with SMG’s new 100% reserved seating model . “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.

About The Retail Connection

Founded in 2003, The Retail Connection has seen rapid growth in its full service platform of real estate services, while naming some of the most successful retailers in the country as its retail clients and partners. The Retail Connection provides national advisory, strategic planning, tenant representation, project leasing, general brokerage & investment sales, asset management, property management, construction management, corporate services as well as surplus property dispositions, acquisition, development and merchant banking services. The Retail Connection currently represents over 225 retail and restaurant chains and over 25 million square feet of listings, including approximately 2.5 million of its own projects. The company is headquartered in Dallas with offices in Austin, Houston and San

Antonio. Additional information on The Retail Connection, L.P. is available at www.theretailconnection.net.

For more information concerning this press release or The Retail Connection, please visit www.theretailconnection.net or contact:

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About Studio Movie Grill:

SMG League City will be SMG's twelfth location. Currently, Studio Movie Grill has seven locations in Texas, in addition to theaters in Scottsdale, Chicago and Atlanta. SMG Spring Valley, its tenth location, opens in Dallas in September and its eleventh location will open October 2012 in Duluth, GA with more expansion planned.

For additional information, please visit www.studiomoviegrill.com, or contact:

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