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STUDIO MOVIE GRILL OPENS ON FRI., NOV. 11 IN NORTH SCOTTSDALE

*The original first-run, in-theatre dining concept appeals to all ages and
won't break the bank*

SCOTTSDALE, AZ, October 27, 2011 – Ready for a movie and dining experience like no other? **Studio Movie Grill (SMG)**, the Dallas-based pioneer of the first-run, in-theatre dining concept, opens on **Fri., Nov. 11** in north Scottsdale. Studio Movie Grill Scottsdale anchors the newly enhanced Sonora Village at 15515 N. Hayden Rd., just south of Frank Lloyd Wright Blvd. The state-of-the-art theatre complex will draw upon SMG's more than 12 years experience as an industry leader to provide exceptional quality and value to its patrons.

With its nine-screen, upscale theatre, the new SMG Scottsdale mirrors many of the amenities of a home theatre. Patrons will find spacious, comfortable leather recliners and cozy dining tables. Guests can unwind before and after their theatre experience at a central bar. In addition, the large capacity theatre is available to handle corporate functions, private events, birthday parties, lunch meetings and other special events.

"We're a family-friendly venue that truly offers something for everyone. We believe in our concept and invite you to see what sets us apart from our competition," said SMG founder and president, Brian Schultz.

Scottsdale mayor Jim Lane is excited about what the opening means for the local community. "Scottsdale is the entertainment capital of Arizona, so Studio Movie Grill is a perfect fit," he said. "It's great to add a business like this to expand the recreation options for our residents and visitors."

100+ Menu Items and Superior Technology

Schultz said SMG strives to offer more to its customers.

"Our menu boasts more than 100 food and beverage items, ranging from made-to-order loaded hamburgers to healthy salads. We also offer daily specials, like "Endless Pizza" on Wednesdays. Our extensive bar offers draft beer and premium wines and spirits. We even offer a special bottle of SMG Cellar wine for \$100 for a special occasion. Our goal is to provide a multitude of tastes to satisfy your every craving," he said.

Unlike a traditional theatre, there are no concession stands. Patrons can order any time before or during the movie by pushing a button to call a friendly server who will deliver food and drinks directly to their seats.

Passionate about creating a positive movie-going experience, Schultz and his team have invested in superior technology. While many theatre chains use RealD 3D equipment, Studio Movie Grill uses the superior Dolby 3D system and the latest in Dolby Digital technology to enhance the viewing experience.

Delivering Value for All Age Groups

Whether you're on a dinner date or looking to spend an afternoon with your children, SMG Scottsdale offers a unique movie and dining experience that won't break the bank.

Morning movie tickets prior to noon start at \$5. Afternoon and evening movie tickets start at \$9.75 plus tax. VIP and reserved seating is also available. The majority of food items are under \$10 with the highest items priced at \$12.

Starting Fri., Nov. 11, Studio Movie Grill Scottsdale will be open to the public Monday through Friday from 3 p.m. to 11 p.m. and Saturday and Sunday from 11 a.m. to midnight. Opening film titles include ***Jack and Jill***, ***Immortals***, ***J. Edgar***, ***Puss in Boots***, ***Tower Heist*** and more.

To learn more or reserve seats, visit www.studiomoviegrill.com or call (480) 991-3106.

Embracing Community – Upcoming Screenings

Alongside first-run movies, SMG offers alternate programming, *SMG With A Twist*, that includes 3D concerts, limited release films, family-friendly, cost-effective programming, original series, documentaries, and screenings for families raising children with special needs.

Upcoming screenings include:

- ***Twilight Midnight Screening*** on Thurs., Nov. 17
- ***Muppet Madness*** – Sat., Nov. 12, and Nov. 19 at 4:30 p.m. \$1 Muppet Classics
- ***Pokemon The Movie: White - Victini and Zekrom*** on Sat. and Sun., Dec. 3 & 4 at 5 p.m.
- SMG's Special Needs Screening program for families raising children with special needs will begin Sat., Nov. 12 at 11 a.m. with ***Puss In Boots***. The screenings are free to children with special needs and their siblings. Future titles include ***Happy Feet*** on Sat., Nov. 26 and ***The Muppets*** on Sat., Dec. 3.
- As part of its community outreach, SMG Scottsdale will also show educational movies under its SMG Educates banner, to include ***Race to Nowhere*** in December.

School groups and non-profits interested in scheduling an educational screening can do so by contacting twist@studiomoviegrill.com.

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About Studio Movie Grill:

Studio Movie Grill Scottsdale will be SMG's eighth location. Six locations in Texas include Arlington, Dallas/Royal, Lewisville, and Plano, as well as two locations in Houston: City Center and Copperfield in northwest Houston. SMG Holcomb Bridge is located in the Alpharetta suburb of Atlanta. More expansion plans are underway with four new locations planned for 2012 in Georgia, Texas, and Illinois. For additional information, please visit www.studiomoviegrill.com.