

## **SMG COLLEGE PARK, INDIANAPOLIS TO OPEN Q3 2013**

*Studio Movie Grill In-Theatre Dining Concept Expands to Indiana*

**June 10, 2013 – Studio Movie Grill (SMG)** modernized the traditional movie-going experience by combining first-run movies with in-theater dining, and is differentiated in the market today by its continued ability to innovate and maximize movie and menu offerings. In the coming months, SMG will open as SMG College Park on the north side of Indianapolis. Formerly occupied by Movie Buff, the theater will undergo major conversion to the Studio Movie Grill concept and welcome local patrons to its wide range of American grill items, premium beverage selection, and immersive viewing experience. SMG College Park marks SMG's first Indiana location.

"Indianapolis is the perfect city for our concept and it felt like a great match for SMG expansion plans. We understand consumers today are looking for unique ways to get more out of their entertainment experiences, so SMG College Park will host events and alternate programming alongside our scheduled first-run movies," said Brian Schultz, Studio Movie Grill founder and owner.

"Sandor Development is extremely excited to have the first Studio Movie Grill in Indiana. We are thrilled to see the College Park area grow and feel SMG is the perfect addition. And we couldn't be happier to see a great reuse of an old theater happen during our 50<sup>th</sup> anniversary year. This is a true definition of 'retail revitalized'. Everyone in Indianapolis will want to check out SMG!" Remarked David Eskenazi, Sandor President – Indianapolis Office.

SMG College Park will offer first-run movies with convenient 100% reserved seating, crystal clear Dolby audio and the best in Christie projection systems. Once seated, at the push of a button, guests will experience SMG's distinct kitchen-to-chair delivery and a skilled team trained to serve without compromising the view. "You become a guest of SMG the moment you purchase your ticket. Patrons will enjoy themselves in the theatre or lingering at the bar before or after their movie, and never feel hurried to get to their seat. We believe it's important to provide that relaxed, no-rush feeling and invite the Indianapolis community to come and experience what sets us apart from our competition," says Schultz, who has spent the last 20 years refining the in-theater dining concept.

With an ever-evolving dining menu, Studio Movie Grill has upped the ante on what to expect from theater food. SMG's menu features Endamame, Ceviche Lettuce Wraps and Southwest Salad alongside house favorites such as Blackened Chicken Fajita Quesadillas, Pesto Chicken & Roasted Pepper Pasta, Gourmet Pizza and Coconut Chicken. In-theater or at the bar, guests can enjoy a premium bar including signature SMG Cellars wines from Central California. There will also be a tempting array of cocktails including the popular Texas Frozen Margarita paying homage to SMG's home state and a signature Studio Blue Grande Margarita alongside perennial favorites and classics.

Studio Movie Grill proudly supports local initiatives through community outreach and will offer its Special Needs Series for families raising children with special needs. These screenings offer first-run family movies free to children with special needs and their siblings. Additionally, *SMG with A Twist* provides affordable alternate and family programming including documentaries, cartoons, concert films, sports, and special advanced promotional screenings plus themed monthly film series such as "SMG Toons", "Girls Night Out", "Brews & Views" and "\$1 Movie Classics". This unique and distinct programming supports education initiatives, artistic creation and public awareness in SMG neighborhoods.

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

The SMG College Park, Indianapolis opening marks Studio Movie Grill's first location in Indiana and the company's 13th location to date. SMG has existing locations in Texas, Georgia, Arizona, Illinois and North Carolina with more expansion on the way. New locations are planned for 2013-14. For additional information, please visit [www.studiomoviegrill.com](http://www.studiomoviegrill.com)

### **Media Contact:**

Lynne McQuaker, Studio Movie Grill, (972) 388-7888, Ext. 232; [lmcquaker@studiomoviegrill.com](mailto:lmcquaker@studiomoviegrill.com)