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STUDIO MOVIE GRILL EXPANDS TO CHICAGOLAND
Affordable first-run, in-theatre dining concept to open in Wheaton, IL May 2012

CHICAGO, April 11, 2012 – **Studio Movie Grill (SMG)**, known nationwide for pioneering the in-theater dining concept, announces that it will open its newest theater in Wheaton, IL. SMG remains the leader of the movie-grill concept offering up first-run movies and alternate programming alongside an extensive American Grill menu and full service bar in its new facility at Rice Lake Square.

SMG remains committed to setting the standard in cinema dining. By offering something for everyone, audience members of all ages can experience a new kind of affordable luxury and accessibility at their neighborhood theater. Offering reserved seating, online purchasing options, and multiple price points for tickets, guests can easily enjoy watching first-run movies via the latest state-of-the-art Dolby Digital technology and 3D, while dining from a menu boasting more than 100 food and beverage options.

Determined to provide quality, value, and a memorable movie-grill experience for every customer, SMG has reinvented the concept of theater food. SMG has said goodbye to the days of stale popcorn and microwaved snacks and introduced a varied menu of hand-tossed gourmet pizzas, coconut chicken, a Thai salad, and Smoked St. Louis BBQ Ribs to name a few, alongside all of the perennial favorites. The menu also features healthier choices for adults and children alike, including turkey burgers, grilled chicken tenders and sliced apples. All of menu items range in price from \$4.25 - \$16.25. The extensive bar offers draft beers, premium wines and over fifteen specialty cocktails. Monday through Thursday specials are also part of the daily mix including Margarita Mondays and Endless Pizza Wednesdays.

In addition to its first-run showings, SMG's alternate and family programming presents additional on-screen content for SMG patrons. *SMG With A Twist* injects an array of additional programming including specialized series and documentaries, sports, concerts, family programming, and monthly Special Needs Screenings for special needs children and their families. SMG will also remain committed to being a good neighbor through its community outreach efforts, an important part of SMG's nine existing locations, and a top priority in Chicagoland. SMG will partner with local non-profits and municipalities to offer regional programming and content unique to Wheaton and surrounding communities. Ticket prices for these events start as low as \$1.

Brian Schultz, founder, owner and president of Studio Movie Grill, said, "We strategically selected Wheaton for SMG's newest location because the area demonstrated a high demand for first-run movies and had an appealing demographic for the concept. We felt that Wheaton was simply the perfect community for our next destination and we are committed to providing superior customer service and becoming its premier location for first-run movies. We believe Studio Movie Grill will become Chicagoland's first choice for movie-watching because we offer both quality and value."

Studio Movie Grill Wheaton's state-of-the-art theatre complex, will open to the public in late May at 1301 Rice Lake Square. Housed in a 40,000-square-foot, nine-screen, upscale theatre, SMG Wheaton will mirror many of the creature comforts of a home theatre with its spacious, comfortable leather recliners and dining tables. A dedicated bar, lounge, and lobby area are planned for the new space providing guests an opportunity to unwind before and after their theatre experience in an environment unlike the traditional megaplex theater. The ambience of the modern lounge area evokes a sense of calmness with a rich, earthly color palette offset by textured materials and smooth stone surfaces. Spacious new furniture appointments and modern classics will outfit the space capable of handling corporate functions, private events, birthday parties and lunch meetings, not forgetting that SMG has also been named Best Place To Take A Date by all its current cities.

Studio Movie Grill Wheaton will be SMG's ninth location and its first in the Mid-West. Currently, Studio Movie Grill has six locations in Texas, in addition to theaters in Scottsdale, Arizona, and suburban Atlanta, Georgia. A new location is planned to open in the summer in Atlanta and more expansion is on the way. For additional information, please visit www.studiomoviegrill.com.