

Local Economy Boosted by Opening of Studio Movie Grill Tyler

Twelve screen-movie theatre complex creates over 200 jobs

March 10, 2015 – **Studio Movie Grill (“SMG”)** is opening its twentieth location and first in East Texas in Tyler and has already impacted the local economy in significant ways.

Dallas-based Studio Movie Grill has been hard at work on construction at 8954 S Broadway Avenue Tyler TX 75703 to open in April. SMG's newest location, SMG Tyler, is set to open next month just in time for the much anticipated *The Avengers*, *Age of Ultron*, and *Jurassic World*. The 44,499-square foot establishment will be an upscale social destination, encompassing twelve screens and over 1500 seats.

“We are excited to be opening our first East Texas location in Tyler and look forward to offering not only the best in in-theater dining for local residents but also to becoming a true partner in the community and providing our new Tyler neighborhood numerous economic opportunities,” said Studio Movie Grill CEO & Founder, Brian Schultz.

Dozens of local construction workers have been hired to complete the new complex, which will anchor and drive traffic to the new Village at Cumberland Park, a master designed and pedestrian friendly outdoor shopping destination conveniently located at the NE corner of S. Broadway Avenue and Loop 49. SMG Tyler, will offer customers an enhanced movie-going experience housed in an upscale theater featuring spacious auditoriums with fixed lounge seats, individual dining tables and a contemporary casual entry and bar area. The new SMG location will offer a true marriage of hospitality and lounge experiences as SMG continues to innovate fresh ideas into its concept.

“We are thrilled to have Studio Movie Grill as one of our premier tenants in The Village at Cumberland Park. SMG is a best in class theatre brand, always on the cutting edge of entertainment and customer service. We look forward to their bringing the best dining and entertainment experiences to our shopping center and our customers,” stated Alan Shor, Co-Founder & President, The Retail Connection, L.P.

SMG is actively hiring team members, particularly servers, and looking to fill a number of hourly positions. Once hiring is complete, the theatre will employ more than 200 team members. Prospective employees are welcome to apply in person to General Manager, Scott Sinclair, or his team at the theater at 8954 S Broadway Avenue Tyler TX from 9am-7pm Mon-Fri, 1-5pm Saturday or through the SMG website at www.studiomoviegrill.com

SMG is sure to be a major attraction and drive traffic to its new location. The concept has historically proven to be a boon to surrounding retailers through its ability to reinvigorate the area, provide advertising 365 days a year and increase the volume of customers to nearby establishments.

About Studio Movie Grill:

SMG Tyler’s state-of-the-art theatre complex will be Studio Movie Grill’s twentieth location to date. Studio Movie Grill 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. Considered the industry leader in its rapidly growing segment, SMG now has 20 locations in 9 states with more expansion on the way. For additional information, please visit www.studiomoviegrill.com.

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