

STUDIO MOVIE GRILL ANNOUNCES EXPANSION INTO SOUTHERN CALIFORNIA

***New Full-Service Dine-In Multiplex
Scheduled To Open In Simi Valley On
October 22***

DALLAS, TX (September 1, 2015) – **Studio Movie Grill (“SMG”)** the leading full-service, in-theater dining chain, announced the opening of its 23 national location, and second in California located at the Simi Valley Town Center Shopping Mall, 1555 Simi Town Center Way, Simi Valley, CA 93065. The 41,311 square-foot theater will house 9 auditoriums and will be part of the 628,000 square foot upscale outdoor shopping, dining and entertainment destination anchored by Macy’s and new-to-market Studio Movie Grill. SMG Simi Valley is slated to open on Thursday, October 22, 2015.

Continuing its long-term partnership with Brad Miller of Film-Tech, the auditoriums at SMG Simi Valley will provide superior quality in film presentation by bringing industry-leading Christie DLP powered projectors with QSC sound to every screen plus Masterimage 3D. Each theater will feature luxury, custom-built recliners and plush seating by Inorca©, the world’s foremost manufacturer of deluxe lounge chairs with built-in tabletops and ‘push-for-service’ call buttons ensuring the most comfortable and enjoyable movie

watching experience. “We feel privileged to be a part of the great experience that SMG offers moviegoers, providing truly differentiated comfort and design,” said Guillermo Lopez Ramirez, CEO, Inorca © seating.

True to the brand, SMG Simi Valley will offer an innovative, one-stop destination for dining and entertainment. The new location will feature fresh, healthy and innovative menu options such as Edamame, Ceviche Lettuce Wraps, Sriracha Chicken Flatbread, and hand-made Pulled Pork Spring Rolls, along with some surprising new finger food desserts. The menu will also include longtime SMG fan favorites such as Coconut Chicken and Artisan Pizzas.

In-theater or in the lounge, guests will find a premium bar, an eclectic wine list and signature SMG Cellars wines from Central California. A menu of craft brews and over 60 premium spirits will be available. House favorites, such as the ever-popular Deep Eddie Vodka Highballs and signature Studio Blue Grande Margarita, can be enjoyed while relaxing or socializing in a sophisticated, welcoming lounge area with dining and seating options.

"We are thrilled to continue our expansion into Southern California," said Founder and CEO Brian Schultz. "I was raised in nearby Agoura Hills, so it is at once personal and exciting for me to return to my roots to introduce our full-service, dine-in theater concept to guests in Simi Valley. SMG not only transforms the typical cinema experience, but also offers a community gathering place alongside dinner and a movie. The community has been extremely supportive of us during our build-out and we look forward to meeting our new neighbors and creating more fans in the community."

“Studio Movie Grill is the best-in-class theater dining

operator in the country, so we are very excited to welcome them to the Simi Valley Town Center” said Bryan McFarland, Principal – Development, Alberta Development Partners, LLC. “With a commitment to the continued development of the Simi Valley Town Center, we look forward to the economic impact and traffic SMG will bring to the area and are confident that the theatre will greatly enhance the amenities offered to both visitors and residents.”

SMG takes prides in reaching out and impacting each community in which it resides and is extremely proud to announce that all security officers assigned to SMG Simi Valley will be military veterans. SMG specifically chose to work with G4S for its security services because of their initiative regarding the hiring of returning military veterans as part of the White House’s Joining Forces campaign. G4S continues to be a destination employer for veterans and, according to Civilian Jobs News, is one of the best places for veterans to work.

SMG Simi Valley will host monthly, free Special Needs Screenings for children with special needs and their siblings to encourage families to attend together, with adult tickets available at matinee pricing. These first-run Special Needs Screenings will be shown with the lights up and volume lowered. Children are free to move around, talk or even dance in the aisles during the movie. Alternate programming will also be featured at SMG Simi Valley. SMG With A Twist provides educational and family programming, documentaries, cartoons, concert films, sporting event broadcasts and advanced promotional screenings.

Built on a platform of ‘doing good’, SMG is proud to partner with many organizations to support local charity and fundraising efforts. ‘Doing good’ means giving back, being

socially aware and, as a company grounded in conscious capitalism, opening hearts and minds one story at a time.

“Through programs like our Special Needs Screenings and our partnership with G4S for our security services, SMG is committed to making a difference,” continued Schultz.

“Providing a positive impact on the community is important to everyone on the SMG team. Conscious business not only benefits our guests and our neighbors, but also enriches the lives of our team members, vendor-partners, and investors.”

A popular choice of some of the largest corporations and organizations for event hosting in the country, SMG hosts over 2,500 private events each year. SMG’s Private Events team is on hand to facilitate meetings, seminars, product training, employee appreciation, team building, private parties and movie premiers. Private event packages include state-of-the-art digital projection and presentation equipment, complete audio/video capabilities, Wi-Fi, gaming and full service food and beverage packages.

All SMG locations offer 100% advanced reserved seating online or at the box office and routinely advertise special offers at www.facebook.com/studiomoviegrillfan and <http://twitter.com/studiomoviegrill>. More information, including a mailing list sign-up form, is available at www.studiomoviegrill.com.

About Studio Movie Grill

Studio Movie Grill modernized the traditional movie-going experience by combining first-run movies with full-service, in-theater dining. Established in 2000, SMG has swiftly grown to 23 locations in 10 states. SMG, long considered the

leader of in-theater dining exhibition, recently announced a major expansion initiative with plans for additional sites throughout the country. With the addition of over 50 new screens this year, SMG now ranks the 20th largest exhibitor in the U.S. For additional information, visit www.studiomoviegrill.com.

About Studio Movie Grill Simi Valley

Studio Movie Grill Simi Valley's state-of-the-art theatre complex will be SMG's 23rd location and first in Southern California. The new 41,311 square foot location houses 9 screens with over 950 seats. Each theater is equipped with Christie DLP powered projectors with QSC sound along with MasterImage 3D systems. Auditoriums boast spacious stadium seating, custom-built Inorca® recliners, plush leather seating and individual dining tables. SMG Simi Valley features contemporary signature SMG designs including combining crisp architectural details with natural materials, a selective mix of textiles, stone surfaces, warm-woods and furniture classics. The unique features and enhancements at SMG Simi Valley make the location the most sleek and advanced SMG to date.

Media Contacts

Max Danielson, Studio Movie Grill, Office: [\(323\) 436-6297](tel:3234366297),
Cell: [\(818\) 424-5837](tel:8184245837) mdanielson@studiomoviegrill.com

Lynne McQuaker, Studio Movie Grill, Office: [\(972\) 388-7888](tel:9723887888),
[Ext. 232](tel:9723887888), lmcquaker@studiomoviegrill.com

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