



LOCAL ECONOMY BOOSTED BY OPENING OF STUDIO MOVIE GRILL BAKERSFIELD

10 Screen Movie Theatre Complex with fresh, made-to-order food, handcrafted cocktails and unrivaled comfort and service, creates 275 local jobs!

BAKERSFIELD, CA – March 14, 2018 – Dallas based Studio Movie Grill (“SMG”), the leader in in-theater dining concepts will open its doors to a 6th Californian location on April 12 at 2733 Calloway Dr. Bakersfield, CA 93312. SMG Bakersfield will mark SMG’s 5th location in Southern California and it’s 30th nationwide and has already impacted the local economy in significant ways.

Dozens of local construction workers have been hired and are hard at work completing the new complex, which will anchor and drive traffic to the area.

“We are enormously excited to be opening our 6th California location in Bakersfield and very much look forward to offering not only the best in full-service, in-theater dining for local residents but also to becoming a true partner and leaving a positive wake in the community by providing our new Bakersfield and Kern County neighborhoods numerous economic and outreach opportunities in keeping with our mission to open hearts and minds, one story at a time,” said Studio Movie Grill Founder & CEO, Brian Schultz. “For SMG, this is about going beyond the fun of seeing a movie and enjoying a meal with friends and family, to being an active supporter of the people and families that live there.”

SMG Bakersfield will offer customers an enhanced movie-going experience with the latest in laser technology, Dolby 3D, and Q-SYS custom sound systems housed in 10 spacious auditoriums. Each theater will feature VIP custom-made luxury leather recliners by Inorca ©, the world’s foremost manufacturer of deluxe, plush leather lounge chairs with individual dining tables and ‘push-for-service’ call buttons – the perfect setting for dining and relaxing, ensuring the most comfortable and enjoyable movie watching and in-theater dining experience. With a contemporary-casual full-service lounge and bar area great for gathering before or after the movie, this location also features an inviting outdoor patio and will offer a true marriage of hospitality and lounge experiences as SMG continues to innovate fresh ideas into its concept.

“The City of Bakersfield is excited that Studio Movie Grill has chosen to build its newest theater and become part of our wonderful, thriving, and family-friendly city. We are proud to welcome SMG, particularly because of its broad outreach and community-based programs, and its mission to open hearts and minds, one story at a time. We look forward to enjoying the experience,” expressed Mayor Karen Goh.

SMG Bakersfield is set to open its doors Thursday, April 12th, 2018, just in time for this year’s new blockbusters including the much-anticipated *Rampage* starring Dwayne Johnson, *Avengers: Infinity War*, *Solo: A Star Wars Story*, *Deadpool 2*, *Oceans 8* and *The Incredibles 2*. The 46,037 square-foot establishment will be an upscale social destination, encompassing 10

screens and 1350 luxury seats. Online ticketing will be 100 percent reserved allowing for a relaxed, no-rush guest experience.

SMG is actively hiring team members and looking to fill a number of hourly positions. Once hiring is complete, the theater will employ more than 275 team members. Prospective employees are welcome to apply in person at SMG's hiring space located at 2765 Calloway Dr., Suite 100, Bakersfield, CA 93312, Monday through Friday 10 a.m. – 7 p.m., Saturdays 1-5 p.m. or through the SMG website at [ww.studiomoviegrill.com](http://www.studiomoviegrill.com).

As part of Studio Movie Grill's well-documented mission, SMG's role in the community doesn't stop with entertainment and dining. The new Bakersfield theater will participate in SMG's nationwide outreach initiatives including its Special Needs Screenings and their Chefs for Children program whereby proceeds from select menu items support local non-profits that serve special needs children and their families. SMG also has seasonal community outreach initiatives including their recently announced prom dress donation drive, Autism Awareness campaign in April and food drive in September to support Hunger Awareness Month.

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

Established in 2000, Studio Movie Grill modernized the traditional movie-going experience by combining first-run movies with full-service, in-theater dining. SMG has swiftly grown to 30 locations in 9 states with over 300 screens and further expansion planned in 2018. SMG was named to *Inc. Magazine's* List of Fastest Growing Private Companies two years in a row. As a commitment to Opening Hearts and Minds One Story at a Time, SMG's long-standing Special Needs Screenings, Chefs for Children community programs and annual Opening Hearts and Minds Awards continue to help families and acknowledge heroes everywhere. For additional information, visit www.studiomoviegrill.com.

Media Contact:

Nicole Maul
(559) 960-1261
nicole@jpmktg.com