



For Immediate Release

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Movie Tavern Expands Louisiana Footprint with Third Location *Cinema-Eatery now open at Juban Crossing in Denham Springs*

DENHAM SPRINGS, LA, March 22, 2016—[Movie Tavern](#) has officially opened its third and largest cinema-eatery in Louisiana. With 46,000 square feet of space, a full bar and power recliners throughout all 11 auditoriums, Movie Tavern welcomes guests to experience its full service in-theater dining concept at [Juban Crossing](#) in Denham Springs.

“Denham Springs and the surrounding area is the ideal community for the Movie Tavern experience,” said Vice President of Marketing, Danny DiGiacomo. “As our brand expands, our primary focus remains to consistently provide an enjoyable, dine-in movie-going experience for our guests.”

In addition to expanding into new markets, Movie Tavern is also revitalizing existing locations in order to showcase the company’s new and improved full service experience. Juban Crossing marks the third theater Movie Tavern has unveiled to the public in 2016.

Features of the new theater include:

- Full service in-theater dining & full bar options for all 11 screens
- Reclining Loungers with call-button service and armrest tables in every auditorium
- 2K digital projection and Christie Vibe Audio systems
- All-reserved, stadium seating
- Casual-dining menu with a wide range of entrees, appetizers and popular food items made mostly from scratch, including healthy and reduced-gluten options
- Full bar in the lobby featuring a complete wine, beer and signature cocktail list
- Weekly *Breakfast and a Flick* series where families can enjoy a feature film and a variety of morning favorites on Saturdays and Sundays at 9 a.m.
- Retro Cinema series featuring popular classics on the big screen

Movie Tavern is a family friendly experience that caters to adults. Guests 17 and under must be accompanied by a parent or guardian age 21 or older. The Denham Springs theatre is located in the Juban Crossing development at 9998 Crossing Way. For more information on Movie Tavern and how you can join the [MT team](#), host private events or enjoy special programming visit www.movietavern.com.

About Movie Tavern

Founded in 2001, Dallas-based Movie Tavern is a leader in the cinema eatery segment catering to adults and families with 23 high-quality theatres and 200 digital screens in nine states. In September 2013,



Movie Tavern was acquired by New Orleans-based VSS-Southern Theatres, LLC (“Southern”), a portfolio company of Veronis Suhler Stevenson (“VSS”), a leading private equity firm. With the acquisition of Movie Tavern, Southern became the eighth largest theatre company in North America.

About Southern

Southern was formed in May of 2003. Mr. George Solomon has been in the theatre business with his family for over 50 years and launched Southern to develop and operate state-of-the art multiplex stadium-seating movie theatres. To date, Veronis Suhler Stevenson (VSS) has invested over \$56 million in Southern. VSS is a private equity and mezzanine capital fund management company dedicated to investing in media, communications and information industries in North America and Europe.

Southern is the eighth largest theatre circuit in The United States and is currently responsible for the daily operations of The Grand Theatres, Amstar Cinemas, The Theatres at Canal Place and Movie Tavern. The company operates 43 locations with 483 screens in Alabama, Colorado, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Ohio, Pennsylvania, South Carolina, Texas and Virginia. Southern is well positioned for continued expansion in key markets throughout the United States. Southern is proud to be headquartered in New Orleans, LA.

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