



For Immediate Release

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Movie Tavern Opening the Doors to its First New York Location

Camillus, NY, June 8, 2016—[Movie Tavern](#) is thrilled to announce that it is opening its very first New York location – an 11-screen, full-service 48,020 square-foot theatre in Camillus next Tuesday, June 14. Specializing in creating premiere in-theatre dining experiences, Movie Tavern servers deliver cocktails, meals, desserts and movie snacks throughout the show, and is the first concept of its kind to enter the Syracuse market.

“The first half of 2016 has been strong for the expansion of the Movie Tavern brand, and adding our first location in New York is truly a highlight for us,” said Vice President of Marketing, Danny DiGiacomo. “Syracuse and the surrounding communities have been exceptionally inquisitive about our concept from the moment we announced construction, so we are excited to open our doors to let them experience our cinema-eatery firsthand.”

To date in 2016, Movie Tavern has rolled out a new menu at all its full-service locations nationwide and has continued to expand its footprint to 24 locations, debuting new theaters in Kentucky, Louisiana and Texas. Features of their \$11MM Camillus location include:

- All-reserved stadium seating
- Comfortable recliners with call-button service in every auditorium
- Casual dining menu with a wide range of entrees, appetizers and popular food options mostly made from scratch, daily
- Full bar featuring a complete wine, beer and signature cocktail list
- Eleven screens with state-of-the-art sound systems, digital projection and 3D capabilities
- Weekly *Breakfast and a Flick* series where families can enjoy a feature film and a variety of morning favorites on Saturdays and Sundays at 10:30 a.m.
- Movie Tavern Retro Cinema series featuring classic films on the big screen

Movie Tavern is a family friendly experience that caters to adults. Guests 16 and under must be accompanied by a parent or guardian age 21 or older. The theater will be located at the Township 5 development at 180 Township Boulevard, Camillus, NY 13031. 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 24 high-quality theatres and 211 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 44 locations with 494 screens in Alabama, Colorado, Florida, Georgia, Kentucky, Louisiana, Mississippi, New York, 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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