



## For Immediate Release

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## Movie Tavern Announces New Trexlertown Location

### *Lehigh Valley to welcome its first cinema-eatery in 2016*

**Trexlertown, PA, October 21, 2015** – [Movie Tavern](#) is excited to announce the company's plans to build a new theater in Trexlertown, PA as part of the cinema-eatery's continued national expansion efforts. The 46,500-square-foot theater, expected to open in 2016, will be the first of its kind in the Lehigh Valley and Movie Tavern's fourth location in the state of Pennsylvania.

"As Movie Tavern continues its rapid growth, we're delighted to introduce our dine-in theater concept to Trexlertown and the surrounding Lehigh Valley area," said Movie Tavern's Director of Marketing, Danny DiGiacomo. "Pennsylvania has become an important part of our company's growth strategy based on the tremendous success of our current locations in the state. They certainly have welcomed the Movie Tavern experience with open arms."

Movie Tavern Trexlertown, represented by David Goodman of Equity Retail Brokers, will be an anchor tenant of Jaindl Land Company's soon to be announced 32,000 square-foot retail center developed by David Jaindl. Between construction and future operations, the new theater location, soon to be located just 1.5 miles west of Hamilton Crossing, is expected to bring 150 full-time and part-time jobs to the Lehigh Valley.

Movie Tavern specializes in creating the premiere full-service in-theater dining experience where servers deliver cocktails, meals, desserts and movie snacks throughout the show. Additional features include:

- All-reserved stadium seating
- Comfortable luxury seating 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 9 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 new theater will be located at 6126 Hamilton



Boulevard, Allentown, PA 18106. 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](http://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 21 high-quality theatres and 171 digital screens in nine states. In September 2013, Movie Tavern was acquired by New Orleans-based Southern Theatres, a portfolio company of Veronis Suhler Stevenson (VSS), a leading private equity firm. With the acquisition of Movie Tavern, Southern Theatres became the eighth largest theatre company in North America.

### **About Southern Theatres**

Southern Theatres, LLC., owned and operated by George Solomon, was formed in May of 2002. Solomon has been in the theatre business with his family for over 50 years and launched Southern Theatres, LLC. to develop and operate state-of-the art multiplex stadium-seating movie theatres. In April 2005, Veronis Suhler Stevenson (VSS) made a \$30 million equity investment in Southern Theatres, LLC. 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 Theatres, LLC. 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 oversight of operations for **Movie Tavern**. The company operates 41 locations with 454 screens in Alabama, Colorado, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Ohio, Pennsylvania, South Carolina, Texas and Virginia. Southern Theatres, LLC. is well positioned for continued expansion in key markets throughout the United States. Southern Theatres, LLC. is proud to be headquartered in New Orleans, LA.

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