



For Immediate Release

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Movie Tavern Introduces Full-Service In-Theater Dining to Williamsburg *Virginia location to receive premium upgrades just in time for the holidays*

WILLIAMSBURG, VA—October 28, 2015—Movie Tavern is excited to announce a \$1.5 million upgrade at its Williamsburg location. The renovations will include converting its current eight-screen theater from a counter service location to a full-service cinema eatery. Upgrades are expected to be completed just in time for the holidays, with four theaters scheduled to transition before Thanksgiving, the additional four by Christmas and a new full-seated bar area transformation before the new year.

“While our national expansion efforts include new markets and new theaters, we remain committed to reinvesting in our original locations, such as Williamsburg,” said Danny DiGiacomo, Director of Marketing at Movie Tavern. “We’re excited to finally bring moviegoers in this community the premium full-service in-theater dining experience they’ve been patiently waiting for.”

Following construction, Movie Tavern guests will be able to sit back and relax as servers deliver cocktails, meals, desserts and movie snacks before and throughout the show. New features include:

- All-reserved seating available for purchase online or at the box office
- New comfortable, oversized luxury loungers with call-button service and armrest tables in every auditorium
- Expanded casual dining menu with a wide range of entrees, appetizers and popular food items, including healthy and reduced-gluten options
- New full bar in the lobby featuring a complete wine, beer and signature cocktail list

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 remain open to the public throughout construction and is located at 1430 High Street, Suite 600, Williamsburg, VA 23185. 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 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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