



FORT BRAGG TO GAIN NEW DINNER-AND-A-MOVIE THEATRE

Movie Tavern kicks off new, 85,000-square-foot open air shopping concept on the military base

Austin, TX and Fayetteville, NC (October 29, 2015) – Members of the military and civilian communities alike will soon have a new dinner-and-a-movie concept to patron directly on post at Fort Bragg.

Movie Tavern has just signed a lease for 46,500 square feet of space in a new retail center called Freedom Crossing at Fort Bragg, located on one of the largest Army installations in the world. The center is slated to break ground in the second quarter of 2016. In all, the center will feature approximately 85,000 square feet of open-air restaurant/retail space.

The transaction enables Movie Tavern's owner, VSS-Southern Theatres LLC, to bring its signature "eatertainment" destination to the 53,000 active duty soldiers at Fort Bragg, as well as the nearby community. More than 318,000 service men and women as well as their dependents live in the immediate trade area.

Freedom Crossing at Fort Bragg will be modeled after the very popular Freedom Crossing at Fort Bliss in El Paso, a center that has grown to more than 465,000 square feet. Both "Freedom Crossing" concepts create a unique gathering place for their respective communities. In addition to the Movie Tavern theatre, Freedom Crossing at Fort Bragg will also offer a variety of other restaurants, entertainment, retail, amenities and programmed events throughout the year.

Austin-based Endeavor Real Estate Group, which has developed some of the most high-profile and successful real estate projects in the Central Texas area, is the leasing broker for both Freedom Crossing centers and represented the Army & Air Force Exchange Service (the "Exchange") in the new lease with Movie Tavern. The Exchange governs real estate decisions for retail services on military bases.

"Dinner and a movie is as all-American as apple pie, and a handful of concepts around the country have really figured out how to propel this signature form of entertainment into an all-inclusive destination. Movie Tavern stands out for having continual success for coming up on 15 years now," said Billy Osherow, principal with Endeavor. "To take this concept and locate it in an evolutionary military retail environment unites two progressive concepts together. We anticipate both will be very well-received by the market."

Movie Tavern in Freedom Crossing at Fort Bragg will feature 11 digital screens, all-reserved seating, a full bar and a wide variety of chef-crafted menu options served right to its patrons' seats. Freedom Crossing at Fort Bragg will begin construction next year, with Movie Tavern slated to open in 2017.

The first Movie Tavern concept opened in 2001 in Fort Worth, Texas, and today, and has grown to a current total of 171 screens in nine states with 21 locations. It's now one of the largest and fastest growing in-theatre dining concepts in the U.S. Concept owner VSS-Southern Theatres LLC is the eighth largest theatre circuit in the country.

"Freedom Crossing at Fort Bragg represents the evolution of military retail and expansion of a growing, successful non-traditional market," said Jim Wood, CFO for Southern Theatres. "We welcome the opportunity to bring our novel concept to such an original center."

A representative for the Exchange notes the community needs additional entertainment options.

"Bringing these types of businesses to Freedom Crossing enhances the quality of life for soldiers and their families," said Rena Arnold, national leasing director for the Exchange.

About VSS-Southern Theatres LLC

VSS-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, GrandLuxe Theatres, 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. VSS-Southern Theatres LLC is well positioned for continued expansion in key markets throughout the United States. The company is based in New Orleans, LA. For more information, visit: www.movietavern.com.

About Endeavor Real Estate Group

Based in Austin, Texas, Endeavor Real Estate Group is a full-service commercial real estate firm that enhances value with a creative approach to investment, design, management, and leasing of retail, office, industrial, self-storage, mixed-used and multi-family properties. Endeavor is committed to sustainable, meaningful and high-quality projects that enhance the surrounding communities and exceed stakeholder expectations. Since opening its doors in 1999, Endeavor has acquired or developed more than 13 million sf and currently has 1.7 million sf in its pipeline. Noteworthy projects include the Domain, Southpark Meadows, 1890 Ranch, Whole Foods Market grocery store at Domain, IBC Bank Plaza, Champion Office Park and recently completed The Bowie, a 36-story mixed-use tower consisting of 41,000 sf of office space and 358 luxury rental units in Downtown Austin's Market District. Endeavor was recently named to redevelop Plaza Saltillo in Central East Austin, and the *Austin Business Journal* ranked the company as the region's top developer on its 2014 list, thanks to the 2.8 million square feet it had in the works or delivered in 2013. For more information, visit: www.endeavor-re.com.

About Freedom Crossing at Fort Bragg

Located on one of the largest military posts in the United States, Freedom Crossing at Fort Bragg is an 85,000 SF entertainment center opening in early 2017. Featuring Movie Tavern, retail, restaurants along with entertainment and amenities, Freedom Crossing at Fort Bragg is set to become the heart of the growing Fort Bragg community. For more information, visit www.freedomcrossingatftbragg.com.

For media inquiries, please contact Mary Alice Kaspar at mak@columbuscomm.com or (512) 963-1096.

-###-

Images

Rendering of Center