



For Immediate Release

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Movie Tavern Unveils New Theatre in Louisiana's Northshore *The First In-Theatre Dining Experience in Covington Arrives this Summer*

COVINGTON, LA, July 21, 2014 — [Movie Tavern](#), a pioneer of in-theatre dining, has announced the grand opening of its first Louisiana location in Covington on July 31 as part of the company's national expansion. To display its dedication to the Northshore community, ahead of the opening, Movie Tavern will present a special donation to the [Southeast Louisiana chapter of the American Red Cross](#) during a private ribbon-cutting ceremony.

"We are thrilled to bring the Movie Tavern experience to the Northshore area and are looking forward to providing families in this particular market with the innovative cinema experience that they've been waiting for," said Danny DiGiacomo, Director of Marketing. "Whether it's date night or a family outing, our guests can relax in our comfortable loungers and order delicious food and drink options while enjoying a quality movie presentation."

With Movie Tavern's latest addition, the company has now grown to 18 locations and 149 screens in eight states. The Northshore location will feature eight screens, including one of Movie Tavern's signature innovations, MT-X (Movie Tavern Xtreme), an enhanced auditorium that includes a large three-story silver screen, RealD 3D capability, and Dolby Atmos sound.

"We are thrilled that Movie Tavern has chosen West St. Tammany Parish as its first location in Louisiana," said Lacey Toledano, President and CEO of St. Tammany West Chamber. "Having that site and building brought back to commerce after six years, especially as a full-service in-theatre dining destination, is yet another testament to the continued growth of our parish. Movie Tavern has already brought approximately 175 jobs to our area and will continue to grow after its doors open. It is certainly a welcomed addition to our community."

Additional features of the Northshore location, which will sit on 31,800 square feet and can accommodate up to 720 guests at one time are:

- All reserved seating
- Luxury loungers with call-button service in every auditorium
- Full-service in-theatre dining where servers deliver cocktails, meals, desserts and movie snacks throughout the show
- Full food and beverage service in the lobby's bar area

- Professional-grade kitchen and meals prepared fresh daily
- Weekly *Breakfast and Flick* series where families can enjoy a feature film and a variety of morning favorites on Saturday and Sunday mornings at 9 a.m.

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 Northshore theatre will be located at 201 North HWY 190 in Covington, LA. For more information on Movie Tavern and how local corporations, churches and organizations can host group and private events, visit www.movietavern.com.

About St. Tammany West Chamber of Commerce

St. Tammany West Chamber of Commerce, a member-owned non-profit organization whose mission is to strengthen the business community and economic vitality of the parish, currently represents 1,000 businesses and their 30,000 employees in St. Tammany. Of the nearly 7,000 chambers across the country, St. Tammany West Chamber is one of only 82 that holds a 5-star accreditation, a prestigious designation from the U.S. Chamber of Commerce that defines excellence and recognition for outstanding contributions toward positive changes in the community.

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, GrandLuxe Theatres, The Theatres at Canal Place and oversight of operations for Movie Tavern. The company operates 39 locations with 452 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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