

NEWS

FOR IMMEDIATE RELEASE



CinéBistro to Open Atlanta Location in September 2011

Luxury cinema offering star-quality film-and-dining experience to debut in Atlanta's Town Brookhaven community

ATLANTA (August 31, 2011) – Atlantans will soon experience the big silver screen in a new way as CinéBistro opens in late September in Atlanta's stylish Brookhaven neighborhood. Progressive motion pictures exhibitor Cobb Theatres announced today that CinéBistro, its world-class "dinner-and-a-movie" concept, will open at Town Brookhaven, a state-of-the-art, 54-acre mixed-use development located on Peachtree Road neighboring historic Oglethorpe University. The newly constructed 30,253-square-foot CinéBistro offers an unparalleled cinematic experience with luxurious amenities and impressive services such as reserved seating in plush and over-sized leather seats, full-service in-theater dining and cutting-edge movie viewing.

"We are excited to introduce CinéBistro to Atlanta," said Fred Meyers, executive director of CinéBistro. "This is an incredibly unique experience unlike anything created before, and we are looking forward to making an impression in this vibrant city as we debut our seventh location. In addition to offering a sophisticated movie and dining experience, we are proud to bring nearly 100 new jobs to the community."

The Experience

Designed to cater to the most discerning cinema aficionados ages 21 and older, CinéBistro features seven digitally enhanced screening rooms branching from the promenade, a majestic brick-lined corridor reminiscent of old-Hollywood glamour and grandeur. Premiering first-run and independent films while presenting chef-driven American bistro cuisine, fine wines, signature cocktails and full-service dining, CinéBistro also offers a contemporary yet comfortable bar and lounge ideal for gatherings before and after the show. The CinéBistro experience includes:

- The ultimate dinner-and-a-movie night out for those guests 21 and older with proper identification (required)
- First-run, art and independent films with first shows beginning daily at 12 p.m.
- All digital projection on 40- to 50-foot wide wall-to-wall screens
- State-of-the-art surround sound audio
- Stadium-style seating featuring ultra-luxurious, high-back leather rocking chairs and love seats with attached swivel tables, accommodating approximately 100 guests per theater
- Reserved seat selection and advanced ticket purchase (highly recommended due to demand) at www.cobbcinebistro.com or in person at the CinéBistro concierge desk
- \$10 ticket pricing before 4 p.m. and \$12 after 4 p.m. available seven days a week
- Full-service, in-theatre dining available to those arriving 30 minutes prior to scheduled show time
- Full bar and lounge open to guests not seeing a movie
- Four 3-D screens, closed caption and assisted audio
- An outdoor patio overlooking Town Brookhaven

The Menu

Corporate executive chef Isaac Stewart presents an American bistro-inspired menu emphasizing high-quality, freshly prepared dishes made in-house daily. Raising the bar on the dinner-and-a movie experience, Stewart is committed to serving the finest ingredients available which shine through his simple and sophisticated approach to cooking.

"Preview" appetizers include **oven baked goat cheese**, **"The Bay" crab dip with aged cheddar pull-apart rolls**, **bacon-wrapped dates stuffed with gorgonzola** and **lamb lollies with potato sauce, fresh thyme and pomegranate glaze**. Sandwich selections feature the custom blended **house-ground bistro burger**, **grilled chicken BLT** and **house-made veggie burger**, while salads, such as **roasted beets and arugula salad** and the signature **"Cobb" salad**, can be paired with grilled or popcorn chicken, shrimp or salmon or sesame ginger-crust seared tuna for an additional cost. Main entrees range from **pan-seared Atlantic salmon** and **habanero glazed**

pork tenderloin to blackened ribeye and lump blue crab cakes. Guests can indulge in desserts like **blueberry and coconut tart with vanilla bean ice cream, warm chocolate and cherry bread pudding** or **Cinéful chocolate cake with chocolate and raspberry sauces.**

The Bar and Lounge

CinéBistro's bar and lounge presents a collection of movie-inspired signature cocktails, premium spirits, draft and bottled beers, an extensive wine list and premium coffees in a stylish and contemporary atmosphere. Patrons can sip on house specialties such as **the love bug**, the refreshing **watermelon mojito** and **sin city sangria**. CinéBistro's wine selection includes 50 varietals offered by the bottle, and most are available by the glass in 6- and 10-ounce pours.

CinéBistro at Town Brookhaven is located at 1004 Town Blvd., Suite 1070, Atlanta, Ga. 30319 and is open seven days a week at 11:30 a.m. for 12 p.m. first showtime. Parking is available throughout the property as well as at an adjacent lot specific for CinéBistro guests. For more information, visit www.cobbcinebistro.com or call 404.333.0740.

About Cobb Theatres

Cobb Theatres, based in Birmingham, Ala., is a progressive motion pictures exhibitor operating 241 screens at 20 locations throughout the Southeastern United States. Cobb is an innovator in out of home entertainment, offering great family venues. CinéBistro, the premier dinner-and-a-movie concept, is newly created by Cobb Theatres, and is currently being developed around the country. Current CinéBistro locations include Dolphin Mall in Miami, Fla., Hyde Park Village in Tampa, Fla., Solaris in Vail, Colo., Peninsula Town Center in Hampton, Va., and Stony Point Fashion Square in Richmond, Va. For more information about Cobb Theatres or CinéBistro, visit www.cobbtheatres.com or www.cobbcinebistro.com.

#

MEDIA CONTACT:



Mary Reynolds / Kelly Norris

The Reynolds Group, Inc.

404.888.9348

mary@thereynoldsgroupinc.com

kelly@thereynoldsgroupinc.com