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**FOR IMMEDIATE RELEASE**

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**Upscale Theatre & Boutique Bowling Alley Concept to  
Debut at Peninsula Town Center**

*CinéBistro to open in 2010*

**Hampton, Va.** – To bowl, dine or catch the latest flick today, you must drive to three different places. But come early summer 2010, all three entertainment options will be under one roof, thanks to CinéBistro, a luxury theatre, bowling alley and lounge that will premiere at Peninsula Town Center in Hampton.

Featuring a chef-inspired menu served to guests as they enjoy a movie in the comfort of 40" leather seats (and larger loveseats), CinéBistro will bring a unique dinner-and-a-movie experience to the Hampton Roads region.

Designed as an all-inclusive entertainment facility, the lounge at Cinebistro features premium cocktails, movie-inspired signature drinks and an expansive wine list. Guests will be able to view their favorite sporting events on flat screen and High Def TV's located throughout the lounge and a full menu will be served throughout.

The Hampton CinéBistro will be the first integrated cinema and boutique nine-lane bowling alley location for Cobb Theatres. Currently, three of its 14 locations are CinéBistros in Miami and Tampa. Additional CinéBistro projects are planned for Atlanta and Vail.

The theatres will also be available to show art and independent films and host corporate meetings, offering more privacy than a typical movie-house setting.

"CinéBistro will be an intimate, up-scale experience, different than anything anyone in Hampton Roads has ever seen," says Jeremy P. Welman, COO of Birmingham, Alabama-based Cobb Theatres. "We are excited to bring it to the Peninsula Town Center."

Guests will be welcomed on a walk-in basis, although reservations are recommended due to limited seating. Early arrival is also encouraged to allow plenty of time for cocktails in the lounge area or to order a meal from their seats in the theatre prior to show time.

The CinéBistro menu features a selection of "Previews" (appetizers) like the Ginger Tuna and Salmon Spring Roll and the Sweet and Spicy Wings served with a creamy mango-mint dipping sauce. Popular "Features" (entrees) include the BBQ Pork Rib Stack made with a Cherry Coca-Cola™ BBQ sauce and the Churrasco Steak & Frites, a grilled flank steak with a roasted tomato Chimichurri sauce. Those of you who have a sweet tooth, the desserts are homemade and mouthwatering! The menu also includes a selection of sandwiches, salads, soft drinks, coffees and "Cinéessentials" (candy).

CinéBistro, which will hire at least 60 employees, will be located near Macy's on the southwestern end of Peninsula Town Center.

"We're thrilled that Cobb Theatres is bringing this concept to our development," says Raymond Tripp, General Manager of Peninsula Town Center. "We have said from the beginning that the Town Center would offer unique attractions, and CinéBistro certainly fits that description."

For more information about CinéBistro, visit [www.cobbcinebistro.com](http://www.cobbcinebistro.com).

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**About Peninsula Town Center:** Peninsula Town Center is opening in phases. Macy's, JC Penney, Barnes & Noble, Outback Steakhouse, Lenscrafters and Target are currently serving customers, and The Chapman apartments have been filling quickly since opening in May. Chipotle Mexican Grill opened in August, followed by Five Guys Burgers and Fries and The Pub in September. bd's Mongolian Grill will open in December 2009, and the majority of remaining fashion and specialty stores are expected to open during Peninsula Town Center's official Grand Opening on March 11, 2010. For more information, visit: [www.peninsulatowncenter.com](http://www.peninsulatowncenter.com).