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PRESS RELEASE - For Immediate Release

Subject: **Premiere LUX Cine & Pizza Pub** Opening in Grand Prairie, TX

Grand Prairie, TX – A new cinema entertainment venue opens next week in Grand Prairie, and developers are saying it’s unlike anything else in the metroplex.

The **Premiere LUX Cine** features wall-to-wall screens and over 1,000 electric leather recliner seats with USB ports and individual tables. Even the headrests are electric and adjustable.

The lobby features a large concession stand with free unlimited self-serve refills of popcorn and soft drinks from computerized touch-screen fountain dispensers offering dozens of flavor options. It also features the **PIZZA PUB**, a full-service café/bar specializing in craft draft beers, iced coffee on tap, wine and spirits, plus gourmet pizza, wings and more which guests can enjoy either in the lobby or in the theatre. Guests can also select their own seats using touch-screen monitors throughout the lobby before heading to the arcade, concession or **PIZZA PUB**. Tickets can also be purchased in advance on line or at the concession stand.

According to Premiere CEO Gary Moore, **Premiere LUX** is all about providing more options and amenities so movie-goers can more fully customize their experience on each visit. *“This is the theatre I want to go to for my movies. It’s modern but nostalgic, spacious but cozy, and has amenities that appeal to discriminating adult audiences but still is completely kid-friendly. It’s got a lot of diverse features I think people of all ages will really enjoy.”*

Director Jason Thode agrees, adding his favorite feature is the adjustable recliner headrests. *“The first button on the chair controls the recliner, but the other button controls the headrest itself which can be adjusted to get the most comfortable viewing angle regardless of where you’re sitting in the theatre. For a lot of people that feature alone makes all the difference, we get a lot of ‘wows’ when people sit in them!”*

The public is invited to check out the complex and enjoy free movies starting at 12:00 noon and 2:30 pm Thursday June 15th. Tickets for these free shows must be reserved in advance at the company’s website and are available on a first-come first-served basis. Then at 6:00 Thursday evening, June 15th, the theatre officially opens to the public with regularly-scheduled showings of great new first-run films including Disney-Pixar’s *“Cars 3”*.

For tickets and information visit www.pccmovies.com or call 972.299-FILM.

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