



## **“VS. the DIGITAL DEN” TEEN LOUNGE CONCEPT OPENING IN MUVICO THEATER**

Introducing the New Sleek Hip Spot for Teens to Meet, Greet, Hang and Game

**Rosemont, IL – February 14, 2008** - Muvico Theaters has developed the ultimate in teen entertainment, with the opening of “VS. the Digital Den”. On Friday, Feb. 15 local teens will have the sleek new place to meet, greet, hang and game. VS. the Digital Den is located within Muvico’s luxurious new 18 screen theater in Rosemont at 9701 Bryn Mawr Ave.

Inside VS. the Digital Den teens will be able to play Sony PlayStation 3 equipped gaming pods while viewing the action on large LCD High Definition screens. For those more interested in just hanging out they can enjoy the latest in popular music from Fergie to Justin Timberlake while the newest videos play on multiple flat screens featuring artists like Maroon 5 and Beyoncé. Teens can experience the superior wi-fi lounge with Sony Vaio computers, or just simply appreciate the atmosphere while drinking a SoBe energy drink from the food café.

Muvico is thrilled about the launch of this innovative concept. “In our quest to create the ultimate integrated entertainment experience, the Digital Den is a no-brainer for today’s youth,” said Tony Fields, Vice President Marketing for Muvico Theaters. “It lives, breaths and accentuates what teens are looking for and what they are all about.”

During opening weekend, Feb. 15-18, admission is free and visitors can indulge in complimentary food and drinks provided by Levy Restaurants of Chicago.

The decision to open on Valentine’s weekend is no coincidence. “We realize not everyone is focused on dates this weekend,” said Stephen Buckus, Managing Director of the Muvico 18. He wants everyone to know that VS. the Digital Den is “just a cool place to meet up with people and hang out.”

VS. the Digital Den will open to the public Mon. - Fri. 5 pm to close, and Sat. - Sun. noon to close. Admission is free with the purchase of a movie ticket.

Muvico Theaters was founded in 1984 and is a growing chain of premium, megaplex motion picture theaters in the United States. The Company currently operates 259 screens in 14 locations located in Florida, Maryland, Illinois and Tennessee. The Company’s theaters have developed a reputation as true entertainment destinations — attracting patrons from as far as 25 miles away. For the fiscal year ended 2006, Muvico had revenue of \$125 million. Over 11 million people attended the company’s theaters in 2006. The Company will be opening theaters in New York City, Charlotte, Washington, D.C., Los Angeles, and Philadelphia in 2008 and 2009. For more information, visit [www.muvico.com](http://www.muvico.com) or call 847-447-1030.

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