



Marcus Theatres Corporation

100 E. Wisconsin Ave. Suite 1900 Milwaukee, WI 53202

NEWS RELEASE

Final Copy – 10/28/09

For additional information, contact:

Carlo W. Petrick, Marcus Theatres

(414) 905-1505

carlopetrick@marcustheatres.com

MARCUS THEATRES® NEW MARCUS MIDTOWN CINEMA TO OPEN NOVEMBER 6 WITH EXCLUSIVE ONE-WEEK ENGAGEMENT OF ‘LOVELY, STILL’

Special guest appearance by Oscar®-winning actor Martin Landau to celebrate the opening of this state-of-the-art entertainment destination

Omaha, Neb., October 29, 2009. [Marcus Theatres®](http://www.marcustheatres.com) today announced that its new one-of-a-kind, four-level, five-screen *CineDine*SM Marcus Midtown Cinema entertainment destination will open Friday, November 6. In celebration, the opening will feature an exclusive week-long Omaha engagement of the highly-anticipated film *Lovely, Still*, written and directed by Omaha native Nik Fackler. The film stars Academy Award-winning actors Martin Landau and Ellen Burstyn and was entirely shot on location in Omaha.

Fackler, along with actor Martin Landau, will answer audience questions at 8:30 p.m. before the 9:15 p.m. film screening on Friday evening, November 6. Tickets for the special showing are \$10.00 and are available at www.marcustheatres.com or at the cinema’s box office. In addition to the exclusive engagement of *Lovely, Still*, other films opening on premiere weekend include *A Christmas Carol* in 3D, *The Box*, *Amelia* and *Men Who Stare at Goats*.

Bruce J. Olson, president of Marcus Theatres shares his enthusiasm by stating that “We are thrilled to celebrate the opening of our Marcus Midtown Cinema with this exclusive engagement of *Lovely, Still*. We are especially excited to host the appearance of Oscar-winning actor Martin Landau. This incredibly talented actor gave an amazing performance in this very touching film and it would not surprise me if he were once again nominated for an Academy Award. This is such a rare opportunity for Omaha to share this special occasion with him as well as Omaha’s own Nik Fackler.”

-more-

“Working in Omaha was a truly memorable experience,” said *Lovely, Still* director and writer, Nik Fackler. “In addition to presenting a unique opportunity to give back to the community, our relationship with Marcus Theatres also has been beneficial in spreading the word both about *Lovely, Still* and the new Marcus Midtown Cinema.”

“Omaha’s newest entertainment destination will ‘wow’ guests with innovative dining concepts, the finest amenities, exquisite décor and the latest digital cinema technology, including digital 3D,” said Olson. “The Marcus Midtown Cinema brings together the better of two worlds – *CineDine*SM in-theatre dining combined with a state-of-the-art movie theatre. The dining and movie complex also includes two sophisticated urban cocktail lounges, a striking four-story glass façade with breathtaking views of the Midtown skyline and Turner Park, meeting and event space, full catering service and an awe-inspiring atrium with upscale finishes and architectural detailing.”

The two new cocktail lounges, *Glo* and *vue*, will also open on Friday, November 6. Both lounges are open to the public without having to purchase a movie ticket.

Glo, Omaha’s newest spot for people seeking a relaxing place to meet after work or an exciting night out is a sleek, posh cocktail lounge featuring a backlit bar that is literally “glowing” with vibrant energy. Eclectic music, oversized leather seating, floor-to-ceiling etched glass walls and a sleek video wall of flat-screen monitors showing the latest in entertainment and news are just part of the excitement. Guests can enjoy cocktails crafted by the talented bar staff as well as a small-plate dining menu inspired by American, European and Asian cuisines.

“The intimate *vue* cocktail lounge is the perfect place to enjoy drinks and conversation before or after a movie,” said Olson. “Located on the fourth level mezzanine, *vue* overlooks the large atrium below and offers incredible views of the Midtown skyline. In this relaxing setting, our guests can enjoy light appetizers, desserts and wine.”

Five luxurious, reserved seating *CineDine* auditoriums will also welcome guests on opening night. Each auditorium offers an extensive menu, drinks and personal wait staff. “We are eager to introduce our *CineDine* in-theatre dining experience to our guests. And, the best part is guests will be able to dine in specially designed theatre swivel chairs with countertop tables. This comfortable seating combined with ambient lighting makes for a very relaxing time at the movies,” said Olson.

“Also unique to the cinema is an exclusive VIP reserved seating area in the theatre’s largest auditorium. The VIP reserved seating area features full cocktail service and large, comfortable leather chairs with side tables. Admission to the VIP area includes a \$5 voucher for beverage and food purchases,” said Olson.

Olson pointed out that the Marcus Midtown Cinema also includes loge level traditional seating for moviegoers who do not wish tableside food and beverage service. The theatre level has a main box-office and traditional concession stand, as well as a two-story atrium with relaxing music from a baby-grand piano in the spacious lobby.

“The Marcus Midtown Cinema entertainment experience is what each guest makes of it,” said Olson. “For those wanting a fun night out or a perfect happy hour cocktail, *Glo* is the place to be. For guests craving Marcus movie theatre popcorn, a fountain drink and the latest blockbuster film, our new auditoriums are awaiting their presence. And for families and couples looking for dinner and movie, our latest cinema offers a full-service dining experience in all five of our auditoriums for guests to enjoy while watching their favorite film. Omaha’s newest cinema is truly an entertainment experience for everyone to enjoy.”

The Marcus Midtown Cinema is located at 3201 Farnam Street in the [Midtown Crossing at Turner Park](#), a Mutual of Omaha mixed-use urban development project. For more information, please visit www.marcustheatres.com or www.midtowncrossing.com.

For more information on *Lovely, Still* or inquiries regarding *Lovely, Still* talent, please contact George Nicholis at ZipLine Entertainment at 212-257-6914 or at george@ziplineentertainment.com.

**All special guest appearances could change based upon actor’s time commitments and changing schedules.*

About Marcus Theatres

[Marcus Theatres](#)[®], a division of [The Marcus Corporation](#) (NYSE: MCS), is the seventh largest theatre circuit in the United States. With the opening of the Marcus Midtown Cinema, the company will currently own or manage 668 screens at 54 locations in Wisconsin, Illinois, Iowa, Minnesota, Nebraska,

Page 4

North Dakota and Ohio, and one family entertainment center in Wisconsin. For more information, please visit www.marcustheatres.com.

#