



# B&B Theatres

Bringing Hollywood to  
Your Hometown Since 1924

BBTHEATRES.COM

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## Press Release for Immediate Use

### B&B Theatres to open newly remodeled Luxury Entertainment Center in Creve Coeur, MO!

Putting the finishing touches on a project nearly two years in the making, B&B Theatres is thrilled to announce the Grand Opening of the **Creve Coeur West Olive 10 with B-Roll Bowling, Sterling's Restaurant and more (formally AMC West Olive 16)**, an incredible luxury entertainment center located at 12657 Olive Blvd. in Creve Coeur. The facility is first-of-its-kind in the state of Missouri and offers combinations of amenities unparalleled anywhere in the marketplace!

To begin with, family-owned B&B Theatres, an innovator in the cinema exhibition space, has installed heated electric reclining seats in all of the building's auditoriums, offering optimal comfort and luxury to patrons as they enjoy blockbuster movies presented using cutting edge *laser projection* on the Big Screen. And believe us...we mean BIG!

B&B offers **six signature ways to enjoy the magic of the movies** at this groundbreaking facility, including:

- **Traditional Auditoriums:** B&B's signature comfort, style, and presentation
- **B&B Theatres Grand Screen with ScreenX and DTS:X:** The largest auditorium in the building is home to B&B's Premium Large Format (PLF) Grand Screen, a massive, wall-to-wall, curved screen boasting booming DTS:X immersive digital surround sound. But there's more! The Grand Screen will also feature select films in **ScreenX**, the world's first multi-projection platform! ScreenX plays the movie not only on the massive screen in front of the auditorium, but on the two theater *sidewalls*, creating an awe-inspiring 270 degree viewing experience that truly must be seen to be believed!
- **screenPLAY! :** A special theater designed for families with small children, the screenPLAY! theater features an *in-theater playground!!!* Children ages 3-11 are invited to arrive 30 minutes before the feature for employee-supervised playtime and a chance to get their wiggles out before the show! A custom preshow entertains with music, games, and tips for how to be a great movie-goer before the playground closes, the lights go down, and showtime begins! Great fun for parties, rentals, and young kids new to movies! (Don't forget your socks!)
- **The Lyric:** A high-end, intimate theater designed as rentable venue for private events, The Lyric is a classy throwback to old Hollywood. Featuring a mix of both first-run blockbusters, indie films, and the occasional classic, The Lyric is perfect for private shows, date nights, or corporate events.

- **MX4D** – Seats that move in sync with the onscreen action and a bevy of real-world sensory effects like rain, wind, bubbles, fog, scents, ankle-tickers, back-pokers, tilts, rolls, and jolts! In MX4D, you don't just *watch* a movie....you experience it!
- **Max Relax:** The newest concept to the B&B fold, Max Relax takes comfort to decadent levels, replacing the already-indulgent theater seats with wider chaise loungers! Max Relax seats offer peak comfort and relaxation...but it gets better! The front row of *every* auditorium features Max Relax seats, ensuring that folks in the front row still have enjoyable sightlines.

But theatrical is just the tip of the iceberg, as B&B Theatres is excited to roll out (literally!) more incredible reasons to frequent this new facility!

- **B-Roll Bowling :** B&B's bowling wing! This newly remodeled facility now offers **ten lanes of bowling!** Perfect for casual or competitive play, the lanes at B-Roll can be reserved for fun before the film, after the film, or anytime you feel like throwing a few!
- **Outtakes Arcade:** An incredible selection of the newest arcade games (and a few classics!) and a full redemption prize store!
- **ValoClimb Rock Wall-** ValoClimb combines motion tracking and projected graphics to turn an ordinary physical climbing wall into a real-life video game. The climbing wall is situated inside Outtakes arcade.
- **Sterling's :** B&B's newest restaurant arm and a tribute to B&B founding father, Sterling Bagby. Delicious, fast-casual dining with the perfect menu to complement a night of fun!
- **Food-to-Go:** An extended concession menu offers made to order burgers, flatbreads, chicken sandwiches, fries and much more that can be taken anywhere in the building (even the theaters!).
- **Full Bar** – Stocked and servicing the entire facility, this bar allows patrons of age to responsibly enjoy a beer, wine, or cocktail along with food and entertainment.
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The project is in partnership with Butch Eaton and Jim Klausman of Klaton Theaters, with whom B&B is currently partnered at Klaton's theater location in Topeka, Kansas. The deal is brokered by John Nolan or the Crossroads Real Estate Group.

The West Olive location marks the company's fourth cinema facility in the Greater St. Louis area, with existing locations in Wentzville, Wildwood, and Festus and is set to open to the public on **MAY 18**, following several soft-opening test nights and a gala event.

**Applications for employment are still being accepted and interested individuals may apply online at [www.bbtheatres.com](http://www.bbtheatres.com).**

All are encouraged to visit [bbtheatres.com](http://bbtheatres.com) to see the full list of company developments and upcoming projects, as well as check out B&B Theatres on Facebook, Instagram, TikTok, and YouTube for continued updates, up-to-the-minute entertainment news, showtimes and prices, and detail on this and other exciting projects.

Enjoy the magic of the movies...and we'll see you soon, West Olive!

#### **Company History**

B&B Theatres has been family owned and operated since 1924 when Elmer Bills Sr. opened a movie house in Salisbury, Missouri where the future Mrs. Bills played the piano for silent movies. During the company's 99 years, and four generations of family involvement, it has seen the coming of sound, color, Technicolor, stadium seating, multiplexes, and now digital cinema.

#### **Current Operations**

B&B Theatres is the 5<sup>th</sup> largest theatre chain in North America and operates 527 screens at 57 locations in Kansas, Iowa, Florida, Georgia, Missouri, Mississippi, Nebraska, Oklahoma, Minnesota, Virginia, South Carolina, North Carolina, Texas, and Washington.

















