

May 22, 2007

## Innovative Movie Theater Announces Plans for New Location at 16 West @ Savannah Quarters Shopping Center

**POOLER, Ga.** – Cobb Theatres, a leading movie theater company headquartered in Birmingham, Ala., has officially announced plans for an innovative 16-screen multiplex cinema at 16 West @ Savannah Quarters, a new shopping center located in Pooler, Ga.

Working in conjunction with Premier Properties USA of Indianapolis, Ind., the company is building Cobb Theatre, a 74,000-square-foot movie theater to offer seating for nearly 3,000 patrons, including 320 premium level reserved seats. The theater, which is located at I-16 and Pooler Parkway, will break ground in July of 2007 and is expected to open in the summer of 2008.

“Premier Properties is excited to be forging this new concept in entertainment with Cobb Theatres,” said Eve Shirley, Marketing Director for Premier Properties USA, Inc. “We are certain it will be a huge asset to the 16 West @ Savannah Quarters experience for our patrons and are eager to start on the project.”

Designed for the sophisticated movie-goer, the new theater will also provide patrons with a passion for movies and a palate for great food with an environment unlike anything they have ever experienced before. Cobb Theatre will feature an upscale restaurant with a concierge box office where patrons can purchase premium reserved seating on a special mezzanine level. Theater-goers age 21 and over will enjoy access to a full-service restaurant and a full bar while watching the movie of their choice.

Each unique screening room will be appointed with the latest digital cinema technology and will be outfitted with ultra-luxurious high back leather rocking chairs and handmade cocktail tables. Movie aficionados will have the opportunity to watch the movie of their choice in a stylish, contemporary setting while savoring delicious cuisine, fine wine or premium cocktails.

Guests can “walk the red carpet” and feel like a star from the time their car is valet parked until the moment they leave. Even the movies screened at Cobb Premium Cinemas will be of a higher caliber, from select Hollywood hits to critically-acclaimed independent films.

In addition to Cobb Premium Cinemas reserved seating, the theater will feature digital cinema with Dolby digital sound, stadium seating and cafeteria-style concessions offering a wide array of hot foods as well as traditional movie snacks. The theater will be anchored by a grand staircase that leads to a second-floor level outfitted with a full-service restaurant, a luxurious bar and a plush lounge.

(more)

## **Cobb Theatres**

### **Page 2**

“This new movie theater is great news for residents of West Chatham County,” said Mick O’Brien, Chief Operations Officer of Savannah Quarters. “Cobb Theatre will help make 16 West a vital destination for people from across the area.”

Cobb Theatre and 16 West are currently being developed by Premier Properties USA, Inc. of Indianapolis, Ind. The new shopping center will house more than one million square feet of mixed retail space. The site will showcase larger, well-known retail units anchoring the perimeter of the property. A village, complete with upscale boutiques, restaurants, offices and elegant architecture, will form the heart of the shopping center.

### **ABOUT COBB THEATRES**

Originally founded in 1921, Cobb Theatres is a successful movie exhibitor with 166 screens located at 11 complexes in Alabama and Florida, with new projects being developed throughout the Southeast. From its headquarters in Birmingham, Ala., the company continues to search for new and exciting locations in metropolitan areas to bring the Cobb experience to the movie-going public. Cobb Theatres is dedicated to patrons and their satisfaction. By maintaining the highest standards of presentations, comfort, service and technology, the company’s mission is to give customers the ultimate movie-going experience. For more information, please visit [www.cobbtheatres.com](http://www.cobbtheatres.com) online.

### **ABOUT PREMIER PROPERTIES USA, INC.**

Premier Properties USA, Inc., headquartered in Indianapolis, is one of the fastest growing developers of power and lifestyle retail centers in the country. Premier Properties owns and manages retail space and is currently developing more than eight million square feet of new retail space in Florida, Nevada, Indiana, Ohio, Virginia, Pennsylvania and Georgia. The company pioneers superbly crafted, progressive retail environments that appeal to tenants, communities and shoppers alike. For more information, please visit [www.ppusa.com](http://www.ppusa.com) online.

### **ABOUT SAVANNAH QUARTERS**

Savannah Quarters, an award-winning 2,600-acre community owned and developed by Medallist, a premier international developer of master-planned golf communities, is a joint venture between Greg Norman’s Great White Shark Enterprises and Macquarie Bank of Australia. Savannah Quarters is modeled on the ambience and aesthetic of the historic city itself, blending residential enclaves and commercial destinations to create a world-class neighborhood where residents can enjoy a broad menu of amenities including Greg Norman-designed golf, lighted tennis courts and an award-winning country club managed by Troon Golf. Westbrook, an upscale gated community at Savannah Quarters, was recently named Best New Neighborhood by *Connect Savannah*. For additional information about Savannah Quarters, please visit [www.SavannahQuarters.com](http://www.SavannahQuarters.com) online or call 912.450.2300. For additional information about Savannah Quarters Country Club, please visit [www.savannahquarterscc.com](http://www.savannahquarterscc.com) online or call 912.450.2288.

###