



Contact: Paul Taylor
Office: 731.668.1893
Email: ptaylor@gatinvest.com

PRESS RELEASE –**Gary A. Taylor Investment Company is pleased to announce the
New Luxury Empire Movie Theatre in Jackson, TN**

Jackson, Tennessee, August 2, 2018 --- Developer, Gary A. Taylor Investment Company has executed an agreement with Phoenix Theatres Entertainment, LLC to operate a luxury, eight-screen movie theatre in Columns II, located on Vann Drive in Jackson, TN. The newly constructed, upscale theatre will show first-run movies in eight exquisitely designed auditoriums. The Empire Theatre will offer freshly cooked small plate food items such as chicken wings, pizzas, mozzarella sticks, and much more. Of course, the standard concession items featuring Orville Redenbacher popcorn and Coca-Cola products will also be available. The Empire Theatre will be a 35,000-square foot facility and will open during the fourth quarter of 2018.

“We are excited about bringing a high-quality theatre experience back to West Tennessee. The Empire Theatre will provide top-of-the-line seating and projection, while focusing on providing customers the kind of movie going experience that West Tennesseans have been asking for,” says Paul Taylor, Project Manager/Designer at Gary A. Taylor Investment Company.

The eight newly designed auditoriums will be furnished with custom made electric reclining VIP seats, with extra padding for comfort and style. The attached trays will be for eating snacks, appetizers, or the beverage of your choice. The new electric reclining seats are the latest trend in movie theatres around the country. They are the most comfortable seats among any area theatre and are assured to make the movie going experience a pleasurable one.

The screens will be wall to wall and the digital sound system will be of the highest quality. The digital projection system will present movies in both 2D and 3D. The comfortable reclining chairs and expanded row spacing will allow for you to relax, stretch out and enjoy the movie. With online reservations, individuals, couples, families or groups will be able to assure great pre-assigned, reserved seating for any movie, at any time. The customer service will offer individual attention to you from the moment you enter the auditorium throughout the movie going experience.

The Empire Theatre will offer a loyalty program to reward regular customers with free movies and food items based on their purchases. Free membership will be available at the box office. The Empire Theatre will be completely handicap accessible with special equipment to assist moviegoers who are deaf, hard of hearing, blind or with low vision.

The luxury theatre will include a feature called the “ETX” auditorium. The “Empire Theatre X-perience” is the only auditorium in the Jackson area to offer several exclusive features. These recliners feature armrests that will raise between two recliners to allow more space between the customers. The “ETX” auditorium features the only NEC laser projection system in the state of Tennessee. The 11.1 premium digital sound system features immersive surround sound, including ceiling speakers. The “ETX” auditorium will offer both 2D and 3D films.

“The City of Jackson and the surrounding area will finally have a luxury theatre unlike any other currently available. A full bar in the lobby will feature a wide array of domestic and local craft beers, wines, and specialty cocktails,” says Phil Zacheretti, President & CEO of Phoenix Theatres Entertainment.

ABOUT PHOENIX THEATRES ENTERTAINMENT

Based in Knoxville, Tennessee, Phoenix Theatres Entertainment is the world’s largest movie theatre management company. They focus on great customer service and the highest quality film presentation. They currently manage or own 111 screens at 12 locations in eight states. They are privately owned and were founded in 2001.

Media contact:

Phil Zacheretti

President, CEO & Founder

Phoenix Theatres Entertainment, LLC

philz@phoenixtheatres.com

865-692-4061 ext. 228