

# PRESS KIT



**CINERGY**  
ENTERTAINMENT GROUP, INC.

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# THE CINERGY CONCEPT

Jeff and Jamie Benson couldn't have picked a better description when it comes to the business concept for Cinergy Cinemas & Entertainment

The Cinergy concept combines theatre and restaurant management techniques developed by the Bensons, a uniquely experienced pair of successful entrepreneurs, and the larger focus of a family entertainment center to make Cinergy Cinemas & Entertainment your one-stop shop for all things entertainment. The concept, design, attractions, and food and drink items were created to fill an obvious void in the market place, reaching far beyond the offerings of typical theatre chains, entertainment centers, and dine-in cinemas alike.

## syn-er-gy | si-nær-jël

The interaction of two or more agents or forces so that their combined effect is greater than the sum of their individual effects.

We wouldn't be Cinergy Cinemas & Entertainment without our exciting attractions. In addition to movies and food and beverages, we synergize over 100 arcade/video games, a huge redemption store, 18 lanes of boutique bowling, billiard tables, escape rooms, a large 58-person laser tag arena, Sky Walker (a gravity-defying overhead ropes course with zip line), and banquet rooms into the operation, making it a full-blown multi-level family entertainment center (FEC).

We're your place to watch all the latest Hollywood blockbusters in a clean, inviting atmosphere with all the amenities you expect of modern cineplexes, plus a few surprises. Stadium, luxurious leather seating, and all digital (3D) projection and sound are standard in every Cinergy location.



Comfort connoisseurs will rejoice, as we have upgraded our seating to all leather, lounge electric recliners for the ultimate in luxury and comfort for every seat in every auditorium. We upped the ante with "Cinergy Epic," our proprietary large-format auditorium complete with a wall-to-wall screen and Dolby Atmos™ 64-channel immersive sound.

Add our chef-prepared dishes ranging from salads and pizzas to burgers and fish tacos, ordered at our counter and then delivered piping hot to your auditorium, lane, or table on the game room floor, and you have a winning combo. Complement your meal with a domestic or premium beer, wine, frozen cocktail, or mixed drink from a full service bar. Coca-Cola® products are available so there's something for everyone.



# CINERGY OWNERSHIP

● **JEFFREY P. BENSON**  
Co-FOUNDER & CEO

● **JAMIE A. BENSON**  
Co-FOUNDER & EVP

40 years of combined professional experience in theatre exhibition, entertainment operations, and financial fields.

Successful entrepreneurs:

- Co-founded their first theatre business in Granbury, TX in 1999
- Created concept for and co-founded Movie Tavern in 2001
- Sold Movie Tavern in 2008
- Founded Cinergy in 2009
- Former CPA's with Deloitte



## IT'S A FAMILY AFFAIR AT CINERGY

It all started in 1995 when Jeff met Jamie. When they went on their first date at a movie theatre, they didn't know that they would one day innovate the movie-going excursion and open two successful theatre chains. Jeff and Jamie, along with Jeff's life-long friend Dennis Butler and Jeff's family, Lee, Jeri, and Brad Benson, poured their hearts and souls into their first theatre location in Granbury, Texas in 1999. Together, they hired every employee, worked open to close, popped the popcorn, and served the soda.

Then they had an epiphany that would change the theatre exhibition industry forever; why not combine great movies with terrific food all under one roof? Under Jeff's leadership, the first dine-in concept expanded into a nationwide chain ... Movie Tavern, which they sold in 2008. A year later, Cinergy was born to fill a new and even more exciting niche in the market, fusing movies, food, drinks, bowling, and exciting entertainment attractions in a way that's never been done before.

According to Jeff, "When we started Cinergy, we hoped that we would be able to provide our guests with entertainment and fun for the whole family. The power of Hollywood plus our impressive list of attractions make Cinergy the ultimate entertainment destination."

### DISCLOSURE:

Please consider all information within this document as confidential. No information should be released or shared with media representatives or any other entity without the express written consent. Contact us with questions or inquiries:

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# CINERGY MANAGEMENT & DIRECTORS

## Neil Hupfauer – Executive Advisor

- ▶ Over 50 years of experience in restaurant, bowling, and FEC (Family Entertainment Center) industries
- ▶ Co-founder, former President and COO of Main Event Entertainment until 2008
- ▶ An industry-leading expert on innovation, organizational structure, systems, gaming arcades, and cash controls.
- ▶ Consulted for CINERGY for over 5 years before joining in 2015
- ▶ Former CINERGY President and COO

## Kent Smith – Chief Financial Officer

- ▶ CPA with experience in hospitality, construction, and manufacturing industries
- ▶ 20 years combined experience as Controller, VP Finance, CFO for public and private homebuilding, development, and real estate firms
- ▶ Joined CINERGY as Controller in 2011, promoted to CFO in 2014
- ▶ University of North Texas graduate

## Derek Heath – Vice President of Operations

- ▶ Over 25 years of experience in the restaurant and theater exhibition industry
- ▶ Held various positions during his 13 year tenure at Studio Movie Grill, including Vice President of Operations, Vice President of Training, and Vice President of Development
- ▶ Joined CINERGY in 2016
- ▶ Texas Christian University graduate

## Nathan Hunstable – Chief Technology Officer

- ▶ 17 years of experience in theater exhibition industry; 12 years in technology industry
- ▶ IT Manager for Movie Tavern for six years
- ▶ Opened the consulting firm TheHelpDesk.com, LLC in 2009 which was voted the "fastest growing MSP in the world" in 2015 (MSPMentor.com)
- ▶ Has worked with the Bensons for 17 years – joined CINERGY in 2015

## DIRECTORS

### TODD MAUNSELL

#### Director of Operations

- ▶ 35 years of experience in the FEC and restaurant industry
- ▶ Regional Manager for K1 Speed
- ▶ Managing Partner with Raising Cane's Chicken Fingers
- ▶ Multi-Unit General Manager with Main Event Entertainment
- ▶ Franchise Owner Signature Golf Inc.

### TRACI HOEY

#### Director of Marketing, Sales & Special Events

- ▶ Over 15 years of experience in the restaurant and theater exhibition industry
- ▶ Marketing Director for Movie Tavern from 2008-2010
- ▶ Marketing Director for Starplex Cinemas from 2005-2016

### KATHLEEN GILLMAN

#### Director of Purchasing & Construction

- ▶ Over 35 years of executive experience in theatre exhibition and hotel management industry
- ▶ Former Chief Operating Officer for Megastar Cinemas
- ▶ Director of Concessions and Marketing for Starplex Cinemas and Silver Cinemas/-Landmark Theaters

### JENNIFER ESPENSCHIED

#### Director of Human Resources

- ▶ Over 10 years of experience working as a leader in human resources
- ▶ Is instrumental in the development of Cync, CINERGY's Human Resource Information System
- ▶ Plays a significant role in the continued expansion of CINERGY's Employee Benefit Package
- ▶ Graduate of Texas A&M University

### JERILYN B. BENSON, CPA

#### Partner/ Film Programming

- ▶ Over 18 years of experience in film business
- ▶ Film buying coordinator for Movie Tavern for over 8 years
- ▶ Works with film buyer in determining films for each location

# CINERGY AT A GLANCE

Each Cinergy location employs over 80 individuals, with new locations creating over 125 full-time equivalent jobs. Plans are to open new locations every year.



## CINERGY ODESSA FEATURING EPIC

OPENED: 2016 | SQ FT: 90,000

### FEATURES:

10 Screens, 18 Lanes of Upscale Bowling, Order Commander, Electric Luxury Recliners, Cinergy EPIC, 3D, Reserved Seating, Multi-Level Laser Tag, Game Floor, Sky Walker Ropes Course with Zip Line, Full-Service Bar, Billiards, Food & Drinks delivered to your seat



## CINERGY TULSA

COMING: FALL 2018 | SQ FT: 60,000

### FEATURES:

8 Screens, 16 Lanes of Upscale Bowling, Electric Luxury Recliners, 3D, Reserved Seating, Game Floor, Full-Service Bar, Escape Rooms, Food & Drinks delivered to your seat



## CINERGY MIDLAND FEATURING EPIC

OPENED: 2013 | SQ FT: 53,000

### FEATURES:

11 Screens, Cinergy EPIC, 3D, Reserved Seating, Multi-Level Laser Tag, Game Floor, Sky Walker Ropes Course, Beer, Wine & Frozen Alcoholic Beverages, Food & Drinks delivered to your auditorium



## CINERGY AMARILLO

COMING: FALL 2018 | SQ FT: 90,000

### FEATURES:

10 Screens, 18 Lanes of Upscale Bowling, Electric Luxury Recliners, Cinergy EPIC, 3D, Reserved Seating, Multi-Level Laser Tag, Game Floor, Sky Walker Ropes Course with Zip Line, Full-Service Bar, Escape Rooms, Food & Drinks delivered to your seat



## CINERGY COPPERAS COVE

OPENED: 2009 | SQ FT: 39,000

### FEATURES:

8 Screens, Electric Luxury Recliners, 3D, Reserved Seating, Multi-Level Laser Tag, Game Floor, Beer, Wine & Frozen Alcoholic Beverages, Food & Drinks delivered to your auditorium



## CINERGY EL PASO

COMING: FALL 2018 | SQ FT: 90,000

### FEATURES:

10 Screens, 18 Lanes of Upscale Bowling, Electric Luxury Recliners, Cinergy EPIC, 3D, Reserved Seating, Multi-Level Laser Tag, Game Floor, Sky Walker Ropes Course with Zip Line, Full-Service Bar, Escape Rooms, Food & Drinks delivered to your seat

# CINERGY SAMPLE MENU

## PREVIEWS

### Chicken Nachos

Tortilla chips topped with adobo marinated pulled chicken, homemade queso, black beans, avocado pico de gallo, sour cream, and jalapeños

### EPIC Platter

4 cheeseburger easy sliders, boneless wings, spicy fried pickles, and bacon cheese fries

## PIZZAS

### The Works

Pepperoni, sausage, bell peppers, mushrooms, olives, and onions

### The Animal

Pepperoni, Italian sausage, bacon, and hickory-smoked ham

## CHEESEBURGERS

### The Pig-Out Burger

Hamburger topped with seasoned pulled pork, bacon, mozzarella cheese, crispy onion strings, grilled onions, shredded cabbage, and smoky sauce

### Catching Fire Cheeseburger

Spicy jalapeño jack cheese, green chilies, Cinergy sauce, crispy bacon, lettuce, tomatoes, and red onions

## SANDWICHES

### Spicy Cali Chicken Sandwich

Marinated chicken breast, bacon, white American cheese, fresh guacamole, and jalapeños

### The Cuban

Tender pulled pork, sliced ham, Swiss cheese, pickles, and mustard on a toasted and pressed hoagie bun

## AND MORE

### Baja Fish Tacos

Sriracha seasoned crispy cod topped with shredded cabbage tossed in cucumber-cilantro-lime dressing, sriracha crema, mango pico de gallo, and fresh cilantro

### Taco Salad

Shredded iceberg lettuce topped with fresh pico de gallo, cheddar jack cheese blend, queso fresco, and tortilla straws. Drizzled with chipotle ranch and a light crema sauce

## DESSERTS

### Troy's Brownie Sundae

Warm brownie topped with vanilla ice cream and drizzled with melted chocolate

## FROM THE BAR

### Domestic Bottled Beer

Budweiser, Bud Light Lime, Michelob Ultra, Coors Light, Miller Lite

### Premium Bottled Beer

Shiner Bock, Dos Equis XX, Corona, Blue Moon, Angry Orchard, Mike's Hard Lemonade, Seagram's

### Wine

Moscato, White Zinfandel, Merlot

### Frozen Cocktails

Margarita, Strawberry Daiquiri, Piña Colada, Fuzzy Mango



# CINERGY ATTRACTIONS

There's a world of fun at Cinergy Entertainment!

Start your visit with a rousing game of upscale bowling. Families and couples alike will enjoy the comfortable leather seating, sophisticated architecture, and lighting. Cutting edge audio/visual systems will set the tone for a night of fun from the moment you step through the doors. Privacy screens are available for six-lane company events and birthday parties.

Adult guests will delight in the full-service bar, showcasing a variety of old favorites like margaritas and mojitos, in addition to a few new concoctions prepared by skilled bartenders.



Test your wits in an escape room! Solve clues, puzzles, and riddles that will lead you to the key to escape before time runs out.

Challenge friends or work your way up to 'pool shark' status on one of our four billiards tables featured near the bar area. More plush seating offers a comfortable place to relax with friends before or after a movie and to enjoy your drink along with a bite to eat from our amazing chefs in the kitchen.

Rack up points on over 110 different arcade games, try your hand at scoring items like Kindles and Beats by Dre. Fancy yourself a daredevil? Get your adrenaline pumping with multi-level laser tag, or have a go at the high-flying Sky Walker ropes course...now with a death-defying zip line!

Round out your visit with dinner and a movie in a state-of-the-art auditorium featuring electric, luxury recliner seating. And while every seat feels like the best seat in the house, reserve seating is available for you to save your favorite. Enjoy more than your favorite film fare. The Cinergy menu features a variety of chef-prepared entrées delivered to your seat.\*



\*Select locations.