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## Boylston Properties and Wilder celebrate opening of The Majestic 7

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Watertown, MA According to Boylston Properties and Wilder, co-developers of Arsenal Yards, The Majestic 7, a CW Theater, is now open. The seven-screen entertainment venue is the latest opening at the 1 million s/f mixed-use urban village. The property has 250,000 s/f dedicated to unique retail, dining, fitness, entertainment and lifestyle venues.

The Majestic 7 theater experience features technology including sound powered by Klipsch speakers, DLP digital sight and laser projectors offering vibrant, bright and high-definition colors in an overall feast for the senses. The CWX Auditorium is an immersive theater experience with a floor-to-ceiling, wall-to-wall giant screen and nimble Dolby Atmos sound. All seven screens feature stadium seating with over 700 seats in the multiplex.

The Majestic 7 will also feature entertainment from live performances to esports and unique live content, such as a Bolshoi Ballet simulcast, as well as documentaries, arthouse and foreign films, lectures and fight nights. Ticket purchase options include fee-free, reserved seat ticketing through their website, walk-in service via ticket kiosks, or lobby service. Majestic 7's concessions go beyond

the standard popcorn and drink offering, with a variety of snacks and treats as well as made-to-order hot foods from the kitchen. Healthy or indulgent, guests will find something to enjoy during their movie experience including local craft beers, high-end wines, frozen cocktails and custom mixed drinks, all of which may be taken into the theaters.

“Part of what makes a community special is how it gathers people together around experiences, culture, art, and entertainment, which is what The Majestic 7 helps bring to Arsenal Yards in its own unique way,” said Bill McQuillan, principal at Boylston Properties. “The Majestic 7 is Watertown’s new neighborhood theater—finally, a fantastic new state-of-the-art entertainment venue that’s close, convenient and accessible, with features for everybody to enjoy.”

Family-owned and operated, CW Theaters sets itself apart by truly integrating each entertainment venue into the community through its design, amenities and additional offerings curated to the local movie-goer. “We love Watertown and appreciate every day how lucky we are to be a part of this community,” said Rick Starr II, COO. “The connections we have made on social media and the outpouring of warmth and excitement from the residents has been nothing short of amazing. Watertown has such a rich history, and it’s a total dream to be a part of its future.”

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