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Alamo Drafthouse Cinema to open in Seaport

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Boston, MA Alamo Drafthouse Cinema plans for its first-ever New England location. Alamo Drafthouse Boston Seaport is a 10-screen theater with 767 seats and will feature a mix of first-run films and curated specialty programming, a made-from-scratch food and beverage menu, and luxury recliner seating throughout every auditorium. The new theater will be located at 60 Seaport Blvd. Waterfront's new Seaport Sq. development, a living, dining, retail, and entertainment hub with co-tenants that include lululemon, Scorpion Bar, Tuscan Kitchen, Flight Club, Kings Bowling, and Equinox. Alamo Drafthouse Boston Seaport is expected to open in early 2023.

The new theater announcement follows a string of massive box office successes for the film industry and for Alamo Drafthouse specifically, allowing the theater chain to outpace the industry by 14% in 2022 to date with films like TOP GUN: MAVERICK, THE BATMAN, incredible showings for films like EVERYTHING EVERYWHERE ALL AT ONCE continuing to play to sold out crowds in its 12th

week, and BOB'S BURGERS, where Alamo Drafthouse outperformed the industry by 230% during the film's opening week, in part due to a long-lead marketing campaign and custom burger menu.

"Each weekend brings a welcome reminder that audiences are enjoying the theatrical experience in droves, and responding to the unique passion Alamo Drafthouse brings to the industry," said Alamo Drafthouse CEO Shelli Taylor. "We couldn't be more thrilled to bring our love of film, food, and beer to Boston, a city with rich culture, deep history, and a vibrant moviegoing scene."

"We are thrilled to welcome Alamo Drafthouse to Seaport and be home to its first Boston location. It's a best-in-class theater that brings movies and dining together to create an all around exceptional and fun experience for everyone," said Ariel Foxman, general manager, Seaport Boston WS Development.

Alamo Drafthouse Boston Seaport's 10 screens will showcase the company's diverse mix of blockbusters, indies, documentaries, foreign language films, repertory classics, and unique special events like Movie Party celebrations of fan favorites (ELF, LEGALLY BLONDE, GHOSTBUSTERS), deep dives into hardcore cinephilia, and family-friendly choices like low-cost Kids Camp screenings. Each auditorium will be equipped with top-of-the-line digital 4K projection and dynamic surround sound, and fully outfitted with luxury recliners complete with footrests, ensuring every seat in the house offers a viewing experience of unparalleled comfort.

Continuing the company's commitment to preserving 35mm, Alamo Drafthouse Boston Seaport will also feature 35mm changeover projection so that both classic films and new releases can be experienced in glorious celluloid.

Alamo Drafthouse Boston Seaport will also feature a separate, full-service bar – Featuring craft cocktails, wine, and local craft beers on tap, The Press Room Bar is also a printing museum and functioning letterpress print shop with over 10,000 vintage movie ad plates from the 1930s through the 1980s on display.

Founded in 1997, Alamo Drafthouse has been heralded for unique programming events, great food and drinks, and high exhibition standards, earning accolades including "Best Theater Ever" by Time Magazine and "The Coolest Theater in the World" by Wired. A September 2018 Market Force Information survey of nearly 13,000 moviegoers across the country gave Alamo Drafthouse the #1 ranking for Favorite Movie Theater, Best Service, and all food and beverage-related categories.

Alamo Drafthouse provides a unique combination of theater and restaurant, showing first-run movies, independent films and special events with an extensive menu made from scratch. Guests order all food and drinks from servers who quietly attend to them throughout the movie from inside the theater. Patrons are encouraged to arrive early to enjoy the pre-show entertainment. Instead of a barrage of advertising, Alamo Drafthouse shows a curated collection of rare and humorous clips themed to each feature.