

## Media Advisory

## Contact

Catherine Timko 202.365.7470

# ROYALE CINEMAS



## OPENS

*May 30, 2007 Washington, DC:* University Town Center is pleased to announce that **Royale 14 Cinemas**, the state-of-the-art 14 screen movie theater is open. Royale 14 Cinemas, located at 6505 America Blvd. (intersection of East West Highway and Adelphi Road), Hyattsville, MD 20782, is the first new retailer to open at the 56 acre town center community.

The 66,640 square-foot, modern cinema-house complex features:

- 3300 Stadium Seats with comfortable high-back rocker seating and retractable, padded arm rests and cup holders
- 14 fully expanded wall-to-wall screens
- Dolby Digital, SDDS Digital and DTS Digital sound
- Rear Window Captioning (RWC) for deaf and hearing impaired guests
- Descriptive Video Service (DVS) for blind and visually impaired guests
- Superior concessions including pizza, specialty coffees, gourmet pretzels, hot dogs, Ices, nachos, Coca-Cola product beverages and other quality items.

This theater represents the highest quality offered in the marketplace and is expected to be an instant success with the community including the University of Maryland student population as well as surrounding neighbors. "We are thrilled to bring one of the best theater operators to this location. Consolidated will operate a state of the art theater that will be a tremendous addition to this project and community," said Tim Taylor, Vice President, University Town Center. Royale 14 Cinemas, a Consolidated Theater, is the first new movie theater to open in Hyattsville, MD in over 30 years; and the first movie theater inside Beltway in Prince George's County in 30 years.

Opening day includes blockbusters such as **Pirates of the Caribbean @ World's End, Georgia Rule, Spider-Man 3, Shrek 3, and Knocked Up, Mr Brooks, Gracie, 28 Weeks Later, Disturbia, Fracture and Hot Fuzz,**

A full list of movies is available at Consolidated website [www.consolidatemovies.com](http://www.consolidatemovies.com) or by calling:  
**Showtimes: 301-864-FILM**

**C**onsolidated Theatres is a regional theatre circuit based in Charlotte, North Carolina with locations in North Carolina, South Carolina, Virginia, Maryland and Georgia. Customer service is important and Consolidated Theatres offers many unique benefits to customers such as a MovieAwards customer loyalty program, MoviE-Mail Newsletter, and The Movies Mom's Club, a unique program for moms, dads and caregivers of crying, screaming, rattling, sleeping and drooling babies.

## **Project Highlights:**

University Town Center (UTC) is a 56-acre project, which was originally developed 50 years ago by the owner, Herschel Blumberg and is now undergoing a major expansion. Originally designed by world renowned architect Edward Durrell Stone, the project was considered to be at the forefront of design thoughtfully conceived with flexible design allowing for a range of tenants and uses as well as expansion in a town center environment to accommodate growth and changes in market demand.

The original phase of the development consists of four commercial office buildings with 1.4 million square feet of space and 3,500 surface parking spaces. Once complete the project will include:

- 14 screen Royale 14 Theatre by Consolidated
- 56,180 sq.ft new Safeway Store
- 100,000 sq. ft of shops and restaurants
- Up to 1,500 residential units
- 910 bed new student housing facility opened in August 2006
- Over 6,000 full time employees
- 5,000 parking spaces
- An additional 1.6 million sq ft of new office space

## **Development and Design Team**

**Owner:** Prince George's Metro Center, Inc.,

**Office Development and Leasing:** Prince George's Metro Center, Inc.,

**Student Housing Consultants:** JPI Student Living; RTKL Architects

**Master Project Architect:** RTKL

**Retail Architecture - Safeway:** MV&A Architects

**Retail Development/Consulting:** Roadside Development.

**Residential Architect:** One Independence Plaza; Plaza Lofts Twenty-two WDG Architects

**Contractor:** The Whiting -Turner Contracting Company

**Condominiums Sales:** McWilliams/Ballard

**Land Planner:** Parker Rodriguez

**Landscape Architect:** RTKL

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