



CROSSGATES

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Regal Makes Significant Multi-Center Investment to Transform Pyramid Theatres Into Immersive Cinema Guest Experiences

-- Theatres at Pyramid's Destiny USA, Crossgates and Walden Galleria set to receive significant renovations and upgrades beginning this summer --

Albany, NY – Regal, a leading motion picture exhibitor operating one of the largest theatre circuits in the United States, today announced a significant, multi-center investment to renovate multiple theatres across the Pyramid portfolio. The expansive renovations cover Destiny USA in Syracuse, Crossgates in Albany and Walden Galleria in Buffalo. The renovations will bring all-new seating, including a VIP section with luxury recliners at select locations, cafes with food and expanded drink offerings, groundbreaking 4DX and ScreenX technology to deliver an immersive cinema experience and enhance the movie going experience for Pyramid's millions of visitors each year.

"The entertainment industry is progressing further into the future, driven by cutting-edge technology and creativity," said Todd Boruff, Senior Vice President of Real Estate for Regal. "Like Pyramid, Regal is motivated to create the best movie going experience for our guests from the moment they walk through the door. To deliver on this promise, Regal has invested in top technology, including 4DX and ScreenX, the best cinema design and service, all to ensure that our customers enjoy the ultimate cinema experience."

"Pyramid has always been innovative in incorporating entertainment for immersive guest experiences in the ongoing development of our portfolio of shopping, dining and entertainment destinations," said Stephen Congel, chief executive officer, Pyramid. "Regal shares our vision and commitment to the endless pursuit of what's next, adapting and evolving with today's changing consumer preferences. That's why we are excited to advance our long-standing partnership with Regal, as they further their commitment to Pyramid and the enhancement of the viewer experience of today's movie goers."

Regal's renovations to the following Pyramid centers will include:

Destiny USA (Syracuse, NY)

- Complete revamp and renovation of lobby and auditoriums
- Addition of café/coffee shop by Lavazza
- Addition of Smoothie Bar by B.fresh

- 4DX Cinema Experience: 4DX enhances the on-screen visuals of action-packed blockbusters using special effects including motion-synchronized seats, wind, fog, rain, lightning, snow, bubble, vibration and scents. The result is one of the most immersive cinema formats in the industry, drawing fans into the action on the big screen.
- ScreenX Cinema Experience: Regal is changing the entertainment landscape with ScreenX: a revolutionary, multi-projection theatre experience that extends the screen to the auditorium walls. This immersive format takes traditional moviegoing a step further, by surrounding the audience with a 270-degree panoramic visual and putting them in the center of the action. Fly to the farthest reaches of space or explore the depths of the ocean with this incredible technology, and experience the thrill of the movies like never before.
- Restroom upgrades
- Corridor upgrades
- Venue-wide LED signage
- All-new seating in all of the auditoriums, including a VIP section with luxury recliners

Crossgates (Albany, NY)

- Complete revamp and renovation of lobby and auditoriums
- Addition of café/coffee shop by Lavazza
- Addition of Smoothie Bar by B.fresh
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Walden Galleria (Buffalo, NY)

- 4DX Cinema Experience: 4DX's immersive cinematic experience presents the future of the movie industry 4DX is widely considered to be the biggest innovation in cinematic technology to date. Developed in South Korea by the CJ conglomerate, a leader in the Asian entertainment industry, this amazing, new experience was warmly adopted by the big Hollywood Studios.

The reinvestments of over \$20M in the Pyramid theatres are part Regal's strategy to commit \$1.0 billion over 5 years to build new cinemas and renovate existing ones, to ensure that Regal is 'The Best Place to Watch a Movie!'

Pyramid is one of the largest, most innovative, privately-held shopping center developers in North America. Learn more at <https://pyramidmg.com>

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About Crossgates:

Crossgates is the Capital Region's premier shopping, dining and entertainment destination offering an impressive selection of national brands and the newest retail concepts. The center is anchored by Lord & Taylor, Macy's, JCPenney, Dick's Sporting Goods, Best Buy, Dave & Buster's, Billy Beez and Regal Cinemas with IMAX, and offers more than 180 retail shops, including Apple, a food court, and restaurants. Combined with a 192-room dual-branded Tru and Homewood Suites by Hilton, Crossgates is your destination to **Eat. Shop. Play. Stay.** Additional information regarding Crossgates can be found at shopcrossgates.com, [Facebook](#), [Instagram](#), and [Twitter](#).

About Pyramid Management Group, LLC:

Pyramid Management Group, owner of Crossgates, is one of the largest, most innovative, privately-held shopping center developers in North America. Headquartered in Syracuse, New York, Pyramid's portfolio of retail-based, tourist, and entertainment destinations dominate the northeast, with 19 properties located throughout New York, Massachusetts and Virginia. For over 40 years, Pyramid has lead the industry by combining the best elements of traditional retail with world-class dining, entertainment and hospitality, all under one roof. For more information, visit www.pyramidmg.com.

About Regal:

Regal, a subsidiary of the Cineworld Group, operates one of the largest and most geographically diverse theatre circuits in the United States, consisting of 7,205 screens in 548 theatres in 42 states along with the District of Columbia and Guam as of May 31, 2019. We believe that the size, reach and quality of the company's theatre circuit provides its patrons with a convenient and enjoyable moviegoing experience. We are committed to being "The Best Place to Watch a Movie!" Additional information is available on Regal's website: www.REGmovies.com.