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Muvico-Splitsville Takes Entertainment to a New Level

Fun has a new name in Northern Virginia. The Village at Towne Centre, near Fredericksburg, is proud to welcome **Muvico Village 12** and **Splitsville Luxury Lanes and Dinner Lounge**. This revolutionary entertainment complex will soon open its doors to the public. This joint venture has resulted in one of the largest and most unique entertainment complexes in the region. The Muvico component features dramatic design, 12-screens, 2,800 seats (including 300 Premier VIP seats), all-stadium seating and the first theater with all-digital/Sony 4k projectors in Virginia. The Splitsville side incorporates 16 full-sized bowling lanes, 250 dining seats, four billiard tables, upscale bars, a dance floor and a full-service kitchen featuring fresh rolled sushi, hand-tossed pizzas, gourmet sliders and signature entrees.

“Muvico-Splitsville is an integral part of our promise, to make The Village the definitive destination for shopping, dining and entertainment.”, said Anthony Cafaro Jr. He is Co-President of The Cafaro Company, whose affiliated entity owns and operates The Village and the adjacent Spotsylvania Towne Centre.

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"The people of Fredericksburg and the neighboring towns have made known their desire for more sophisticated offerings, as can be seen by the newest retail and restaurant openings at the Village at Towne Centre such as cosmetics giant Sephora. We noticed a similar demand when we opened the Muvico Egyptian in Baltimore in 2000, which went on to become the most popular movie theatre in the country," explains Mike Whalen, CEO of Paragon Theaters, the entity behind this Muvico. "Splitsville is about having fun! From bowling and dinner to drinks and dancing, Splitsville gives people permission to have fun, with or without picking up a ball," says Splitsville co-founder, Guy Revelle.

The 75,000 square foot multiplex will also feature four 3D screens – the most in the region, and three "balcony" theatres with 70-foot floor to ceiling screens and lush "premiere" seats. The Premier theaters are for 21-and over guests and include access to the private Chatterbox Lounge. Muvico will have ample concession areas including a full "lounge menu" to complement the Premier theater experience. The Splitsville menu was created by Tim Cushman who was selected as one of Food & Wine magazine's "2008 – Best New Chefs". Muvico and Splitsville promise high-quality, fresh ingredients that will far exceed the offerings of the traditional bowling or movie fare.

While adults will enjoy the sophisticated amenities of Muvico and Splitsville, the facility can accommodate everything from children's birthday parties to VIP theater rentals, from corporate team building presentations to Hollywood premier showings. In addition, Muvico and Splitsville are now accredited locations for educational films that provide great venues for college courses, day camps and school field trips.

According to Muvico, a "sneak-peak" of the theatre takes place April 21st-May 2nd with the concert film, "Kenny Chesney: Summer in 3D." Beginning April 27th, the bowling alley will be open to the public and on May 3rd and 4th, the theatre will show Hollywood favorites for \$1; all proceeds to be donated to charity. This will lead into the grand opening the weekend of

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May 7th with a full schedule of the newest blockbuster hits. Visit www.village12.com or call 540.785.BOWL (2695) for more information or kyliep@splitsvillelanes.com for special events.

Muvico and Splitsville join a growing collection of fine retailers at the award-winning Village at Towne Centre. The Village is part of Spotsylvania Towne Centre, which has been serving the people of Northern Virginia since 1980. It is located near the City of Fredericksburg, and encompasses 1.7 million square feet of shopping, dining and entertainment. For more information, visit online at www.spotsylvaniatownecentre.com.

Spotsylvania Towne Centre is owned and managed in association with Cafaro affiliated companies, based in Youngstown, Ohio. One of the nation's largest privately held shopping center developers, the Cafaro organization owns and oversees more than 30 million square feet of commercial real estate in 11 states. Founded by the late William M. Cafaro in the 1940's, the firm is now in its seventh decade as a family owned and managed business. For more information, visit online at www.cafarocompany.com.

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