



COBB THEATRES | Where you're the star of the show.



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2100B SOUTHBRIDGE PARKWAY | SUITE 100 | BIRMINGHAM, AL 35209 | 205.802.7766
www.cobbtheatres.com

The History | *of Cobb Theatres*



Robert M. Cobb grew up in the movie theatre industry, having started working in his father's theatres in the 1950s when he was seven years old. He continued to work in the business, gaining expertise in real estate development, corporate finance, advertising and accounting, assuming the position of President of Cobb Theatres in 1992. He oversaw a merger of Cobb with Regal Cinemas in 1997, and then in 2000, decided to re-enter the movie theatre industry by forming Cobb Theatres III, LLC.

With what is truly a lifetime of industry experience, Robert M. Cobb is currently focusing his attention making Cobb Theatres a dominant player in the movie industry business in the near and distant future. Today, Cobb Theatres proudly features the best films the movie industry has to offer on screens throughout the Southeast. Additional plans are in the works for new exciting entertainment complexes in desirable metropolitan markets in a variety of states. And each one of these complexes, true to the Cobb Theatre's mission, will be a place where movie-lovers and their families can enjoy the movies they love in the best possible entertainment venues.

The Cobb tradition continues today.
A lifetime of movie theatre industry experience makes Robert M. Cobb uniquely suited to propel Cobb Theatres into a strong leadership position in the industry.



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Historical Timeline of Cobb Theatres

- **1921** Jefferson A. Richards, grandfather of R. C. Cobb opens the family's first movie theatre in Fayette, Alabama
- **1934** Lucille Richards Cobb purchases the theatre from her father, Jefferson A. Richards
- **1947** R. C. Cobb purchases two theatres from his mother and begins building indoor and drive-in theatres across north Alabama
- **1963** Cobb Theatres opens Atlanta Thunderbird Drive-In, the largest (1280 cars), most modern drive-in movie theatre in the South
- **1965** The company now operates 27 theatres
- **1966** Eight additional theatres are purchased in Birmingham, Alabama and offices are moved from Fayette to Birmingham
- **1971** Foreseeing the demand for movie choices, R. C. Cobb builds the first ever four-plex theatre in the United States
- **1978** R. C. Cobb opens Cinema City 8 in the Roebuck Shopping Center in Birmingham– the largest eight-plex facility in the nation– setting a development trend that prevails today
- **1991** The Sawgrass 18 opens and becomes the largest theatre east of the Rocky Mountains
- **1992** Cobb Theatres purchases General Cinema theatres in Tampa, St. Petersburg, and Sarasota, Florida
- **1994** The Company acquires Wometco Theatres chain in South Florida, bringing the total Cobb screens to 315
- **1996** Cobb Theatres grows to 643 screens
- **1997** Accomplishes a \$200 million merger with Regal Entertainment
- **2000** Cobb Theatres III, LLC is formed
- **2001** The Dolphin 19 opens in Miami attracting 1.4 million visitors
- **2006** Through strategic acquisitions and new building, Cobb grows to 11 locations with 166 screens
- **2008** Introduced **Cinébistro** — Our premium concept in Miami and Tampa



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A Closer Look | *at Cobb Theatres*



There are movie theatres, and then there are entertainment destinations where it's an absolute pleasure to see a movie. Cobb Theatres are the latter. True to their commitment to providing their customers with the absolute best movie-going experience, every Cobb Theatre is designed to provide guests with the highest-quality audio and visual presentation, unsurpassed comfort and outstanding customer service.

Here are just a few of the features and conveniences you'll enjoy at a Cobb Theatre near you:

- Stadium Seating for unobstructed viewing featuring custom designed rocking seats with high backs and lift-up armrests
- Giant wall-to-wall, curved, high gain screens for brighter colors and a sharper image
- All Dolby digital surround sound guarantees the ultimate in cinematic sound environment
- Customer Service area for advanced ticket sales and general assistance
- Automated box offices for ticket purchasing and advanced ticket order pick-up
- Advance credit card sales by phone or on-line
- The Cobb Frequent Moviegoer Program that rewards with movie tickets and concession items
- Cobb Gift Cards available for purchase in any dollar denomination
- Innovative concession menu and design offer a wide assortment of hot food, premium drinks, popcorn, candy and snacks
- Theatre rental program allows businesses and individuals access to private screenings and meetings
- Free "Kiddie" Shows during summer vacation
- Birthday Party Rooms available for private functions

Every Cobb Theatres is designed and managed with one thing in mind: to enhance the movie-going experience of our customers. This has been our primary goal for years, and will be for many years to come.



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CINÉBISTRO

A COBB MOVIE THEATRE EXPERIENCE



CinéBistro is the cinematic equivalent of a luxury hotel or restaurant, offering the true movie lover the opportunity to experience their passion in an environment unlike any they have ever experienced.

THE SET: CinéBistro features upscale yet comfortable décor. The screening rooms are designed to provide the finest image and sound quality while guests relax in our ultra-luxurious high back leather rocking chairs outfitted with handmade cocktail tables. Seating is individually assigned, and relaxed conversation is encouraged before and after each presentation in our lounge and comfortable lobby, dining room or patio.

What's more, because **CinéBistro** is designed to cater to the most discriminating cinema aficionado — one who does not want their experience disturbed by cell phones or small children — moviegoers must be at least 21 years of age. And, because our goal is to provide the most impeccable movie-going experience to our most valued guests, behavior in the theatres will be carefully monitored to ensure all guests act accordingly.

THE FARE: A screening at **CinéBistro** is nothing short of pure indulgence: the finest cinema experience combined with great food, an excellent assortment of wines and other premium drinks, and spectacular ambiance. Without exception, the food and beverage selection is of the highest quality, expertly presented, and in-theatre dining is encouraged. Our dining room is open and ready to serve all guests — even if you are not attending a film.

THE SHOWS: At Cobb, we believe that film selection is critical to the success of **CinéBistro**. Which is why the films that make their way to **CinéBistro** screens will represent the best cinema available. Theatres feature a carefully selected combination of well-known Hollywood hits along with desirable art and independent films that rarely find their way to the local mall multi-plex.

Equipped with the latest digital cinema technology these luxurious facilities offer a wide range of presentation and programming opportunities including live sporting events, concerts and other unique entertainment.

Currently, **CinéBistro** is being developed in a few, select markets. In addition, we're confident this new, upscale theatre concept will rapidly become a favorite of the sophisticated movie-goer and will satisfy the demand for a special experience that delivers the movies we all love, in the most luxurious, comfortable and entertaining environment on the market today.

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Robert M. Cobb,
President
Cobb Theatres

Robert M. Cobb started his career in the movie theatre industry working in his father's theatres when he was seven years old. This long-term, first-hand knowledge of the business — along with a hands-on understanding of advertising, marketing, accounting, promotions, finance and real estate development — combine to make Robert M. Cobb ideally suited to grow Cobb Theatres into a leader in the industry.

From his first jobs working the concession stand in Richards Theatre in Fayette, Alabama, Robert Cobb continued his involvement in the industry spending his college summer vacations working in accounting, advertising and promotions. Following college, he became a management trainee in 1971 and was given the responsibility of managing two theatres in Florida.

To gain further knowledge of the theatre industry, he joined the Film Buying office in Atlanta. In 1977, he became the West Coast Division Manager, and in 1979, was named Vice President of Construction and Theatre Openings. In 1983, Cobb was promoted to Executive Vice President and Chief Operating Officer with responsibilities for Film Buying. In 1985, he assumed responsibility for Real Estate Development, and in 1989 became responsible for Senior Bank Credit facilities led by the Bank of Boston. In 1992, Cobb was named President of Cobb Theatres, and five years later he steered the Company through a \$200 million merger with Regal Entertainment.

Unable to stay away from the theatre business, in 2000, Cobb formed Cobb Theatres, III, and began building and acquiring theatres. Today, Cobb sits at the helm of a thriving enterprise with movie screens strategically located throughout the Southeastern United States, with additional plans for new multi-screen entertainment complexes in metropolitan markets in a variety of states. His lifetime of industry experience, proven business skills and vision for the perfect movie-going experience make him uniquely capable of growing Cobb Theatres into a strong leadership position in the movie theatre industry.



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Jeremy P. Welman,
Chief Operating Officer
Cobb Theatres

Jeremy Welman joined Cobb Theaters in 2006 bringing more than 23 years of experience and achievement in the motion picture exhibition industry to the Company, as well as a proven ability to create motion picture exhibition platforms that maximize patron satisfaction and theatre cash flow.

Welman most recently headed US marketing at National Amusements, a worldwide exhibitor with more than 1500 screens in 7 countries, and was responsible for increasing market share through new revenue opportunities that included alternative content programming, IMAX, and new corporate and group sales initiatives as well as traffic driving promotions.

Welman spent three years as Vice President of Crown Theatres, where he was responsible for all operations and marketing, resulting in significant revenue growth during a period when the industry experienced a major downturn. These results were achieved by aggressive marketing and the creation of a successful value added guest loyalty program.

Welman began his career quite literally from the ground up. He went on to spend almost 15 years with Edwards Cinemas, a California based circuit with over 900 screens. During which time he operated some of the most successful megaplexes in the country. Welman's years at Edwards were spent serving in a variety of posts including Director of the Manager Training Program, Circuit Auditor and Regional Manager. He also served as Executive Director of The Edwards Irvine Spectrum 21 & IMAX 3D Theatre which at the time was the most attended theatre complex in the country with over 3 million visitors annually. He ultimately served as Executive Director of Edwards IMAX Theatres, and was responsible for operations, marketing, programming and site analysis for Edwards IMAX Theatres.

Additionally, Welman served in a senior consulting role with large format (giant screen) start up Mega Systems Inc. providing theatre design, planning, marketing and on-going support for giant screen clients around the globe.



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Cobb Executive Team

Loretta Thomas, Vice President of Concessions & Purchasing

Loretta Thomas has over 28 years experience in the exhibition industry managing some of the most attended multiplexes in the Southeastern US for Cobb Theatres and Regal Entertainment.

Thomas spent her first 20 years with Cobb Theatres prior to the 1997 merger and 3 years with Regal entertainment running one of their biggest and busiest locations; the Hollywood 27 in Nashville. In 2000 Thomas rejoined Cobb Theatres to run the Dolphin 19 in Miami. After successfully operating this location, Thomas was promoted to Regional Manager where she was responsible for launching all new Cobb Theatres locations.

Thomas's hands on experience opening, running & supervising new high volume locations has uniquely qualified her for her current post as VP of Concessions and Purchasing.

Freddie Dobbs, Vice President of Construction and Information Technology

Freddie Dobbs began his exhibition career with Cobb Theatres in 1987. After Cobb's 1997 merger with Regal Entertainment, Dobbs worked with Ballantyne of Omaha as a field engineer and started his own technical services company which provided installation services and technical support for theatre exhibitors around the Southeast. Dobbs has been in the exhibition industry for 20 years and currently manages Cobb's technical services and all theatre construction.

Guy Austin, Director of Theatre Operations

Guy Austin joined Cobb Theatres in 2007 with more than 27 years of progressive experience in the exhibition industry. Most recently, he served as vice president of operations and training for Century Theatres in San Rafael, Calif., where he was responsible for all operations of a 17-location, \$80-million, 180-screen region in the San Francisco Bay Area. Austin's experience in the industry began in 1981, when he began working in a Newport Beach theatre as a teenager and within three years, worked his way up to the level of general manager. His experience at every level of the industry uniquely qualifies him as the Director of Theatre Operations.

Michael Outlaw, Director of Cinebistro Operations

Michael Outlaw comes to Cobb Theatres with more than 20 years of experience in food and beverage management. Since 2005, he has served as Regional Operations Director for Capital Restaurant Concepts, a Washington, DC-based group of seven high-profile restaurant concepts. During his tenure at Capital Restaurant Concepts and previously at HardRock, Inc., and Dave and Busters, Inc., Outlaw has a track record of increasing sales of at least 8 percent per year and of making key improvements in executing standards, growing cost centers, and training team members. His wide-ranging experience in food and beverage operations in an entertainment atmosphere have prepared him well for his current role as Director of Cinebistro Operations.

Steven Bankston, Controller

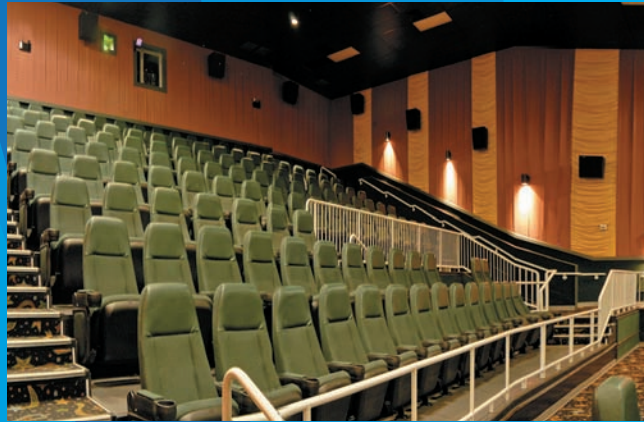
Steven Bankston joined Cobb theatres in 2006. Bankston comes to our industry having spent the last 16 years in the gasoline wholesale and convenience store industry. During this period he worked with two different companies as the controller, guiding the companies through periods of growth including acquisitions. Bankston holds CPA certifications in Alabama and Tennessee, is a member of the Alabama Society of CPAs and a member of the American Institute of CPAs.



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Corporate Events | *at Cobb Theatres*



Tired of the same old meeting rooms? Want to try something different? Why not stage your next blockbuster meeting in one of Cobb's exciting, high-tech theatres?

Imagine the drama of a private auditorium with a massive, wall-to-wall screen, Dolby digital surround sound, comfortable stadium seating and the latest in projection technology. It's sure to put your event right in the spotlight, and generate rave reviews.

Also imagine the convenience of having your meeting in a high-energy entertainment facility located near dining, shopping and everything else your guests might want or need.

Depending on the location, we can accommodate groups of just about any size — from 100 to 3,000. And, of course, you can depend on our attentive, customer-focused staff to work with you on planning, scheduling, logistics, audio-visual needs, catering and concessions, and overall event orchestration to help ensure complete ease and success.

At Cobb Theatres, we have the experience, the facilities and the know-how to make your next meeting an exciting, entertaining event that's larger than life. Just like the movies.

Cobb theatres are ideal for a variety of events, including:

- ***Training and seminars***
- ***Product launches***
- ***Presentations***
- ***Client or employee appreciation***
- ***Team building events***
- ***Internal company gatherings***
- ***Private screenings***

A high-tech sound and visual experience sure to make a great impression.

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School & Church Events | *at Cobb Theatres*



Need to rev up the excitement of your Sunday worship service? Reward top students for a job well done? Or experience a private screening of an important presentation or film? We've got the perfect solution: plan your next special event with Cobb Theatres.

Grab their attention and generate excitement with the drama of a private auditorium with a massive, wall-to-wall screen, Dolby digital surround sound, comfortable stadium seating and the latest in projection technology.

Experience the convenience of having your event in a high-energy entertainment facility located near dining and shopping, and with ample parking for all your guests or members.

Depending on the location, we can accommodate groups of just about any size — from 100 to 3,000. And, of course, you can depend on our attentive, customer-focused staff to work with you on planning, scheduling, logistics, audio-visual needs, catering and concessions, and overall event orchestration to help ensure complete ease and success.

At Cobb Theatres, we have the experience, the facilities and the know-how to make your next event an exciting, entertaining experience that everyone will remember.

Cobb theatres are ideal for a variety of events, including:

- ***Contemporary worship services***
- ***Private screenings***
- ***Class parties***
- ***School field trips***
- ***Graduation***
- ***Birthday parties***

A fun and safe environment for the entire family to enjoy.

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Cobb Theatre Listing

MIAMI

Dolphin 19 Cinemas

11471 NW 12th Street
Miami, FL 33172

Miami Lakes 17 Cinemas

6711 Main Street
Miami Lakes, FL 33014

Hialeah Grand 18 Cinemas

17355 NW 59th Avenue
Miami Lakes, FL 33015

Cinébistro @ Dolphin Mall

11471 NW 12th Street
Miami, FL 33172

PALM BEACH COUNTY

Downtown At The Gardens 16 Cinemas

11701 Lake Victoria Gardens Avenue
Palm Beach Gardens, FL 33410

Jupiter 18 Cinemas

204 No. US #1
Jupiter, FL 33477

CENTRAL FLORIDA

Merritt Square 16 Cinemas

777 E. Merritt Island Causeway
Merritt Island, FL 32952

Lakeside 18 Cinemas

1650 Town Center Drive
Lakeland, FL 33803

Grand 10 Cinemas

920 Spring Lake Square NW
Winter Haven, FL 33881

Grove 16 & CinéBistro

6333 Wesley Grove Blvd.
Wesley Chapel, FL 33544
Coming Summer 2008

Daytona Live 14 & CinéBistro

Daytona Beach, FL
Coming Fall 2009

ALABAMA

Hollywood 16 Cinemas

4250 Old Greensboro Road
Tuscaloosa, AL 35404

Pinnacle 14 Cinemas

3780 Gulf Shores Parkway
Gulf Shores, AL 36542

Movies 4

1007 Highway 78W
Jasper, AL 35501

GEORGIA

CinéBistro at Town Brookhaven

Atlanta, Ga
Coming Fall 2009

MARYLAND

Village South 14 & CinéBistro

Waugh Chapel, Maryland
Coming Summer 2010

COLORADO

CinéBistro at Solaris

Vail, CO
Coming Summer 2010



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Cinema Profile:

Cobb Dolphin 19 Cinemas



LOCATION: Taubman's Dolphin Mall – At 1.4 million square feet it is the largest, most exciting shopping and entertainment destination in Miami. Dolphin Mall, a beautiful, state-of-the-art value center, brings you the finest fashion, dining and family entertainment options in a beautiful and electrifying setting. Conveniently situated just five miles west of Miami International Airport at the intersection of the Dolphin Expressway (836) and the Florida Turnpike. Dolphin Mall has been specifically designed to reflect Miami's rich, multi-cultural heritage.



- **MARKET:** Miami, Florida
- **OPENED:** 2001
- **SIZE:** 84,000 square feet with 3800 seats
- **ANNUAL VISITATION:** 1.4 Million
- **NOTES:** The Dolphin consistently ranks in the top 70 grossing cinemas in the country.



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Cinema Profile: *Lakeside 18 Cinemas*



LOCATION: Casto's Lakeside Village is a dynamic lifestyle complex that combines retail, entertainment, residential and office uses. Located in Lakeland's upscale Grassland area, its beautifully landscaped courts and street invite shoppers to stroll, shop and enjoy everything that Lakeside Village has to offer.

Lakeside Village offers a total of 610,000 square feet of mixed-use space and anchor tenants include Belk, Kohl's, Bed Bath & Beyond and Talbots. The project also includes an 18-screen Cobb Theatre with stadium seating, a hotel, a wide range of restaurants plus 50,000 square feet of second-floor commercial office space...all surrounded by ample parking.



- **MARKET:** Lakeland, Florida
- **OPENED:** 2005
- **SIZE:** 78,000 square feet with 3600 seats
- **ANNUAL VISITATION:** 1,000,000 +/-



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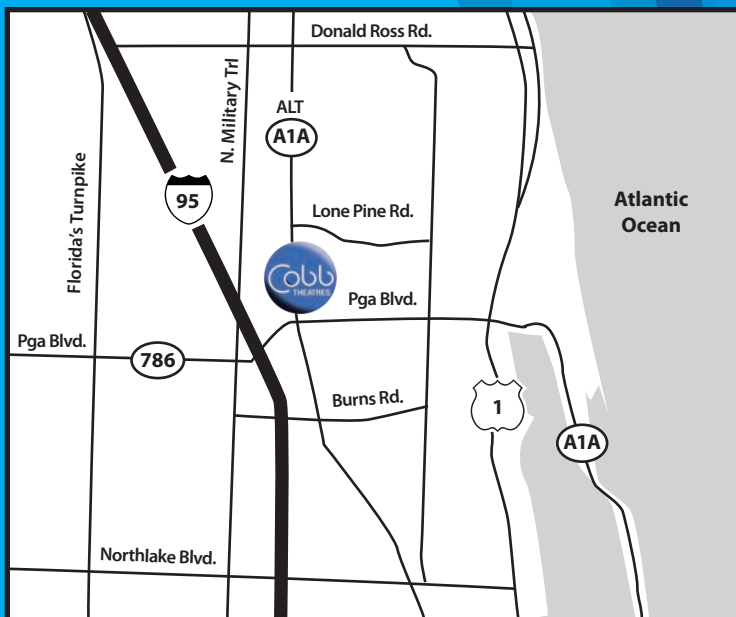
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Cinema Profile:

Cobb Downtown at The Gardens 16



LOCATION: Menin Development's Downtown at the Gardens is located at the northeast corner of PGA Boulevard and Alternate A1A. The project is designed to enhance the northern end of Palm Beach County with elements and amenities not already represented. The project includes 338,100 square-foot of retail space, featuring a 3,100-seat, 16-screen state-of-art Cobb Theater (the only stadium-seating theatre located in Palm Beach Gardens,) a 42,000 sq. foot Whole Foods Market, nationally known restaurants and specialty retailers such as Sur La Table from Seattle, Strip House from New York City, Yard House from Southern California, City Kitchen by Big Time Restaurants, Max's Grille, Urban Outfitters, Smith & Hawken, Z Gallerie, Storehouse and The Grape from Atlanta. The project will also include a 166-unit condominium development called Landmark at the Gardens and a 241-unit condominium development called Garden's Pointe. These luxury residences will be connected to the retail portion of the project by a footbridge. 165,000 sq. ft. of Class A Office space and a 200-room business hotel are also in the plans. The development is bordered by a 20-acre lake and lakeside sculpture park.



MARKET: West Palm Beach, Florida

OPENED: 2005

SIZE: 63,000 square feet with 3100 seats

ANNUAL VISITATION: 900,000+/-



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About | **Cobb Theatres**

At Cobb Theatres, our mission is simple: to give our customers the best possible entertainment experience. We do this by offering our guests unique entertainment destinations where they can enjoy the movies they love in a high-quality environment.

In fact, today we offer movie lovers the best films in beautiful theatres that are well-maintained and run by friendly, well-trained team members. And we hope to expand our reach to even more moviegoers in a variety of metropolitan areas.

We take great care to make sure our theatres are conveniently located and offer ample parking. We take pride in our clean, brightly lit, colorful lobbies where guests can enjoy appealing food choices and clean facilities. We ensure high-quality viewing with digital sound, wall-to-wall screens and stadium seating featuring lift-up arms, extra-high backs and plush seats. And, of course, we make sure our screens feature the best films Hollywood has to offer.

At Cobb, we like to think of it as the total experience. One that combines the highest standard of presentation, comfort, service and technology to make movie-going the magical experience we believe it should be.

