

***CINÉPOLIS USA EXECUTES LEASE TO ANCHOR AVONLEA TOWN CENTER  
Eleven-Screen, 39,000-Square-Foot Luxury Movie Theater Concept to Open in 2016***

**FAIRFAX, VA (May 14, 2015)** – Peterson Companies announced today that [Cinépolis USA](#), a leading world-class exhibitor, will open an 11-screen, 748-seat luxury theater in Avonlea Town Center, a \$70 million dollar, 30-acre mixed-use development located near the intersection of Route 50 and Loudoun County Parkway in Loudoun County, Virginia.

Cinépolis Loudoun County marks Cinépolis USA’s debut in Virginia and its first foray into the Northeast. The exhibitor’s revolutionized movie theater concept, set to debut in 2016, will consist of a 39,000-square-foot luxury cinema featuring fully-reclining leather seat auditoriums with in-theater waiter service and a full bar menu. With cutting-edge sound and high-definition projection technology, an upscale lounge-style lobby space, gourmet meals and a curated selection of beer, wine and liquor, Cinépolis Loudoun County will provide an exciting new movie-going experience for area residents.

“Peterson Companies is known for attracting best-in-class retail, dining and entertainment options to the region and Cinépolis USA is the perfect entertainment anchor for [Avonlea Town Center](#),” said Taylor O. Chess, President of Retail for Peterson Companies. “There is tremendous enthusiasm for what we’re creating at Avonlea and we look forward to announcing a complementary array of restaurants, cafes, specialty shops and boutiques in the coming months.”

Cinépolis USA takes great care in designing its theaters to have sophisticated and approachable décor, with open areas that encourage guests to relax and mingle before the movie begins. With a touch of a button, servers help guests with their in-seat dining order from items such as gourmet flatbreads, BBQ pork sliders and grilled Panini’s, all without having to leave the comfort of their seat.

“We are thrilled to be part of such an extraordinary development that is set right in the heart of a burgeoning community,” said Neil Baron, Vice President of Real Estate, Cinépolis USA. “With our luxury auditoriums, in-theater dining, and full-service bar, we look forward to introducing the Cinépolis experience by offering unforgettable entertainment to Loudoun County residents.”

Avonlea Town Center is a 265,000-square-foot development that is scheduled to break ground in 2015. At completion it will consist of 122,500 square feet of retail space, a 39,000 square foot cinema, a 32,000 square foot health club, a 40,000 square foot grocer and 40,000 square feet of office. A beautifully landscaped outdoor plaza coupled with pedestrian friendly streets and plentiful outdoor seating options will give customers an inviting sense of place amidst some of the finest restaurant and retail offerings in the area.

“Throughout my term, I have been working to provide additional retail, dining and entertainment options to Loudoun’s Route 50 corridor,” said Matt Letourneau, who represents the Dulles District on the Loudoun County Board of Supervisors and is chairman of the Board’s Economic Development Committee. “I’m therefore very excited that Cinépolis USA has selected Peterson’s Avonlea project in Dulles South for its first northeast location. I was pleased to work with Peterson Companies to gain the

necessary legislative approvals to allow the project to move forward, and I'm looking forward to it becoming a reality."

Cinépolis Loudoun County will screen movies seven days a week. Reserved seating will be available through the website on [www.cinepolisusa.com](http://www.cinepolisusa.com). Employment opportunities at this theater will be available for more than 100 positions. For more information and to apply, contact [jobs@cinepolis.com](mailto:jobs@cinepolis.com).

#### **About Avonlea Town Center**

Avonlea Town Center is located in the nation's wealthiest and most rapidly growing counties, Loudoun County, Virginia. This 265,000 square foot development is scheduled to break ground in 2015 and at completion will consist of 122,500 square feet of retail space, a 39,000 square foot cinema, a 32,000 square foot health club, a 40,000 square foot grocer and 40,000 square feet of office. Strategically located between Route 50 and Loudoun County Parkway in South Riding, VA, [Avonlea Town Center](#) will provide an exciting new shopping and dining experience for Loudoun County residents. A beautifully landscaped outdoor plaza coupled with pedestrian friendly streets and plentiful outdoor seating options will give customers an inviting sense of place amidst some of the finest restaurant and retail offerings in the area.

#### **About Peterson Companies**

Peterson Companies is one of the largest privately owned real estate development companies in the Washington, DC region and offers fully-integrated development and management services for commercial, office, residential and retail real estate. Founded by Milt Peterson 50 years ago, the company is responsible for some of the most prominent and successful mixed-use retail, residential and office developments in Northern Virginia and Maryland including National Harbor, Virginia Gateway, Downtown Silver Spring, RIO Washingtonian, Fairfax Corner, Fair Lakes, Burke Centre and Tysons McLean Office Park. The company has an extensive two million square foot development pipeline and remains focused on delivering exceptional projects that set the standard for real estate development and redevelopment. For more information about the company, please visit [www.petersoncos.com](http://www.petersoncos.com).

#### **About Cinépolis USA**

Cinépolis USA is a leading world-class cinema exhibitor that offers guests enhanced movie-going experiences through its "Cinépolis Luxury Cinemas" and "Cinépolis" theater concepts. The Southern California-based theater chain opened its first theater in Del Mar, CA in July 2011 and has some of the top performing theaters in the country, currently operating seven theaters with a total of 64 screens in Southern California and three theaters with a total of 32 screens in Florida. Expansion continues summer 2015 with the opening of Cinépolis USA's first hybrid cinema in Jupiter, Florida. Additional theaters across the U.S. are planned to open in the next few years. Its Mexico-based parent company, Cinépolis, is the fourth largest movie theater exhibitor in the world. <http://cinepolisusa.com/>

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