



B&B Theatres

Bringing Hollywood to
Your Hometown Since 1924

BBTHEATRES.COM

Press Release for Immediate Use

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**B&B Theatres to bring a new, state-of-the-art, 9-screen luxury
theatre complex to McComb, Mississippi!**

B&B Theatres is pleased to announce that a letter of intent has been signed with RBR Land Company LLC to build a new 9-screen luxury theatre complex in the *McComb Crossing* development in McComb, MS. Bob Bagby, President of B&B Theatres said, "We still have a lot of details to work out before construction can begin, but assuming we can work out all of the details in a reasonable time frame we hope to open the new theatre in the Fall of 2015. Last weekend, B&B opened a new 12-screen theatre in Waynesville, MO and we plan to use similar architectural plans for the new McComb theatre. We are very excited to partner with Heath Rushing, the owner of RBR Land Company. Heath attended the Waynesville opening where we agreed to terms on the new McComb theatre."

The movie theatre itself will be the first of its kind in the area. Not only will all nine (9) auditoriums have stadium seating with leather style reclining seats, but each will feature Christie digital projection and select auditoriums will have the newest 3D REAL-D™ technology. In addition to the phenomenal seating, all auditoriums will feature Dolby 7.1 digital surround sound and wall-to-wall curved screens, giving each customer a completely immersive movie-going experience. The concession stand will not only offer fresh popcorn, self-serve candy, nachos,

cotton candy, a wide variety of drink options but will also offer gourmet, made-to-order hamburgers, hot dogs, chicken strips, french fries and onion rings. All seats and screens will be purchased by local manufacturers based in Mississippi.

B&B GRAND SCREEN®

The largest auditorium will feature the B&B Grand Screen®, and will boast one of the largest screens in all of Mississippi. The auditorium will create an awe-inspiring sound system with over 10,000 watts of sound, a massive floor-to-ceiling wall-to-wall curved screen, XL stadium seating for unobstructed viewing, and luxury recliner seating, making it one of the largest and most impressive auditoriums in the nation.

The B&B Grand Screen® creates a movie experience of epic proportions!

B&B Marquee Bar and Grille®

The Marquee Bar and Grille will feature a bar and lounge right off the lobby of the theatre. In the lounge patrons can order food, cocktails, beer, and wine. Patrons can also take food and drinks to-go into any of the nine auditoriums.

Company History

B&B Theatres has been family owned and operated since 1924 when Elmer Bills Sr. opened a movie house in Salisbury, Missouri where the future Mrs. Bills played the piano for silent movies. Over the course of the company's 90 years and four generations of family involvement, it has witnessed the arrival of sound, color, Technicolor, stadium seating, multiplexes, and now digital cinema.

Current Operations

B&B Theatres is the 16th largest theatre chain in North America and operates 239 screens in Missouri, Kansas, Oklahoma, Texas, and Florida and looks forward to adding Mississippi to its growing family of theatres.

About RBR Land Company

RBR Land Company, LLC is a McComb, MS based privately-owned real estate firm.

The Company's principles have over 80 years of experience in real estate brokerage, development, and investment in rural markets across the United States.

Contact:

RBR Land Company, LLC

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