

ALAMO DRAFTHOUSE CINEMAS

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ALAMO DRAFTHOUSE CINEMAS ANNOUNCES NEW DEVELOPMENT AGREEMENT

(AUSTIN, Texas)---Alamo Draffthouse Cinemas, the nation's oldest cinema-eatery concept showing first-run films, has recently signed an agreement to convert two existing company-run facilities into franchisee-owned properties and develop at least seven new locations throughout Texas. This announcement comes on the heels of Alamo's most successful year in its 12-year history.

Triple Tap Ventures LLC has acquired two existing company-owned Alamo Draffthouse Cinemas in the Houston metropolitan area, which were just named "Best Movie Theater with Dinner" by the *Houston Press*. Triple Tap has plans to construct new properties in the Houston market as well as Amarillo, Corpus Christi, Lubbock, Midland/Odessa and San Marcos. John Martin, president and CEO of Alamo Draffthouse Cinemas, says the company is also looking to expand into the Dallas market as well as on the East and West Coasts.

The principals of Triple Tap – Norman Abdallah and Neil Billingsley-Michaelsen – bring more than 40 years of restaurant, franchise, corporate finance, management, entertainment and concept development experience between them. Abdallah is currently the CEO and president of Restaurants Unlimited Inc., a Sun Capital Partners portfolio

company. Abdallah is also the co-founder of Fired Up Inc., parent of Carino's Italian where he served as CEO for 11 years, and previously headed the worldwide franchise system for Brinker International with brands such as Chili's Grill & Bar, Macaroni Grill and On the Border. His business partner, Billingsley-Michaelsen, brings a wealth of corporate finance and management experience covering a wide range of industries. His positions include senior executive and partner-level positions with TM Capital Corp., APS Financial Corporation and International Development Management, a real estate development and investment firm.

"Norman and Neil are the ideal Alamo franchisees and will play an integral role in the brand's expansion," said Martin. "Their backgrounds make them the perfect fit for this concept – they're like a dream team, really – and we're looking forward to welcoming them into the Alamo family."

Abdallah said, "I have been a fan of Alamo Draffhouse for years and feel it is one of the strongest emerging brands in the unique 'cinema eatery' segment. Having the opportunity to partner with Neil and leverage his experience, we look forward to building Triple Tap into a solid regional entertainment management and development company."

Austin, Texas-based Alamo Draffhouse Cinemas is the only franchised movie theater chain and the only franchise concept that offers the unique combination of theater and restaurant, with the best first-run and independent films and other one-of-a-kind special events. Alamo Draffhouse Cinemas currently has seven locations and is opening two more in the fall of 2009. For more information, visit www.draffhouse.com.

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