



For Immediate Release

ARSENAL YARDS ANNOUNCES GRAND OPENING OF MAJESTIC THEATERS

Seven-Screen, State-of-the Art Movie Theater & Entertainment Venue Arrives in East End Watertown

Watertown, MA, March 3, 2020 – [The Majestic 7](#), a CW Theater, is now open and will host grand opening festivities on March 14 and 15, 2020 at its new Watertown location in Arsenal Yards. The modern seven-screen entertainment venue is just the latest of exciting openings at Arsenal Yards, the thriving 1M+ sq. foot mixed-use urban village coming to life in Watertown with 250,000 sq. feet dedicated to unique retail, dining, fitness, entertainment and lifestyle venues. Families and movie-goers of all ages can look forward to meet-and-greets with popular movie characters and free activities including movie screenings and tastings at the grand opening event.

The Majestic 7 theater experience features cutting-edge technology including sound powered by Klipsch speakers, DLP digital sight and laser projectors offering vibrant, bright and high-definition colors in an overall feast for the senses. The CWX Auditorium is a rich, immersive theater experience with a floor-to-ceiling, wall-to-wall giant screen and nimble Dolby Atmos® sound. All seven screens feature stadium seating with over 700 seats in the multiplex.

Offering much more than Hollywood blockbusters in a luxurious setting, the Majestic 7 will also feature an array of entertainment from live performances to esports and unique live content, such as a Bolshoi Ballet simulcast, as well as documentaries, arthouse and foreign films, lectures and fight nights. Ticket purchase options include fee-free, reserved seat ticketing at [themajestic7.com](#), walk-in service via ticket kiosks, or lobby service. Majestic 7's concessions go above and beyond the standard popcorn and drink offering, with a large variety of snacks and treats as well as made-to-order hot foods from the kitchen. Healthy or indulgent, guests will find something to enjoy during their movie experience including local craft beers, high-end wines, frozen cocktails and custom mixed drinks, all of which may be taken into the theaters.

"Part of what makes a community special is how it gathers people together around experiences, culture, art, and entertainment, which is what The Majestic 7 helps bring to Arsenal Yards in its own unique way," said Bill McQuillan, Principal at Boylston Properties, co-developer with Wilder of Arsenal Yards. "The Majestic 7 is Watertown's new neighborhood theater—finally, a fantastic new state-of-the-art entertainment venue that's close, convenient and accessible, with features for everybody to enjoy."

Family-owned and operated, CW Theaters sets itself apart by truly integrating each entertainment venue into the community through its design, amenities and additional offerings curated to the local movie-goer. "We love Watertown and appreciate every day how lucky we are to be a part of this community," said Rick Starr II, COO. "The connections we have made on social media and the outpouring of warmth and excitement from the residents has been nothing short of amazing. Watertown has such a rich history, and it's a total dream to be a part of its future."

For more information about Arsenal Yards, visit www.arsenalyards.com.

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ABOUT MAJESTIC THEATRES

The Majestic Theaters are the luxury theater offering from Cinemaworld of FL, Inc. Founded in 2002, Cinemaworld of FL creates joy in the communities it serves, with 49 movie-screened auditoriums, a family entertainment center, and the latest amenities across its locations. It operates as Cinemaworld, CW Theaters, CW Lanes and Games, and The Majestic. Primarily serving New England and Florida, the company continues to grow in hand-picked locations and continuously expands its offerings to engage with its beloved guests. For more information on Cinemaworld of FL, Inc., please visit www.cwtheaters.com.

ABOUT ARSENAL YARDS

Along the Charles River, in the heart of East End Watertown, Greater Boston's next great neighborhood is emerging. By 2021 Arsenal Yards will be a thriving new neighborhood with over 50 curated shops, eateries, fitness, and entertainment venues including The Majestic 7, Shake Shack, The Gallows, and Roche Bros. The more than one million square foot mixed-use development also includes state-of-the-art life science lab space, 300 contemporary apartments, and a 146-room Hampton Inn & Suites by Hilton.

Arsenal Yards is a co-development of Boylston Properties and Wilder. For more information visit www.arsenalyards.com

ABOUT BOYLSTON PROPERTIES

Boylston Properties is a Boston-based real estate developer of mixed-use places including retail, residential, hotel, corporate, and lab buildings. With four decades of experience and a contemporary vision, their distinctive projects have become part of Greater Boston's new urban landscape. For more information, please visit www.boylstonproperties.com.

ABOUT WILDER

Wilder is a Boston-based real estate development, management, and leasing firm specializing in the positioning of retail properties. Privately held and owner managed, Wilder's mission has been and continues to be to create vibrant shopping places that meet and exceed the expectations of customers, retailers, and investors. From lifestyle centers, urban properties, and community centers to mixed-use developments and super-regional malls, Wilder has developed, managed, and leased more than 2 million square feet of retail properties throughout the United States and Puerto Rico. The company continues to have a diverse portfolio of properties throughout the East Coast. For more information, please visit <http://www.wilderco.com>.