



Harkins Theatres Announces Harkins BackLot Family Entertainment Center Coming to North Phoenix

Harkins BackLot will feature Arizona's largest sports viewing screens, a scratch kitchen and bar, bowling, state-of-the-art arcade and VR games, patio dining, event space, party rooms and more

SCOTTSDALE, Ariz., March 27, 2023 – Harkins Theatres, Arizona's homegrown movie theatre company, announced today plans for its new family entertainment concept, Harkins BackLot, coming to The Shops at Norterra in North Phoenix. Inspired by the classic movie studio backlots where many movies are filmed, Harkins BackLot will feature a full-service restaurant and bar, Arizona's largest sports viewing screens, expansive arcade for all ages, bowling and spacious private event space with party and corporate event rooms.

"Harkins has been providing exceptional family entertainment for nearly 90 years," said Mike Bowers, CEO and president of Harkins Theatres. "Expanding our brand to dedicated family entertainment centers is a natural progression of our innovation legacy. Our secret sauce is our unique ability to pair the fun of an entertainment center with the excitement of movies at our movie studio-themed BackLot entertainment centers."

Harkins BackLot will include:

- Full-service restaurant and bar with specially crafted food and beverages
- Ultimate sports viewing arena with giant crystal-clear laser projected screens, Harkins digital sound and riser seating
- State-of-the-art Brunswick bowling lanes with dedicated VIP lanes and Spark® digitally animated and enhanced lanes for extra gamification
- Large arcade floor featuring large format video, virtual reality and redemption games
- Immersive virtual reality experiences
- Relaxing outdoor patio with yard games and sports viewing
- Private party and corporate event spaces
- Dazzling movie-themed audio-visual displays to transform the entire environment

"Entertaining our friends and families is at the heart of what we have always done," said Dan Harkins, owner of Harkins Theatres. "I'm excited to build on that tradition with Harkins BackLot."

Using state-of-the-art digital technology along with synchronized lighting and surround sound, Harkins BackLot locations will be transformed with movie-themed takeovers for new and upcoming movies to provide guests with an immersive and ever-changing theme.

With something for everyone, guests can cheer on their favorite team in the Harkins BackLot sports arena for the biggest sports viewing experience in Arizona. The BackLot sports arena is the ultimate destination for enjoying must-see sporting events throughout the year with full-service dining on stadium seated risers for optimal viewing.

The fun doesn't stop there, guests will have a "ball" with all the new bowling games available

from the latest Spark® animated lane technology. Brunswick Spark® lanes utilize advanced technology that allows for additional gamification with interactive graphics projected right on the lanes. Bowlers of all skill levels will enjoy the newest technology of Spark® lanes with engaging games for everyone.

Guests will want to bring their appetite when they order from a chef-inspired menu at the full-service restaurant. Harkins BackLot will offer a variety of curated dishes such as delicious burgers, artisanal flatbreads, mouthwatering sandwiches and outrageously fun and indulgent desserts that the whole family will love. Guests and parents can sit back and enjoy locally inspired craft cocktails, beers, wines and spirits in the restaurant, bar and sports arena.

Harkins anticipates opening the new family entertainment center in 2024 with more locations to be announced soon.

About Harkins Theatres

Celebrating nearly 90 years of Ultimate Moviegoing®, Harkins Theatres is the premier movie exhibitor of the Western U.S. and the largest independently owned theatre company in the country. Founded by showman, inventor and community leader Dwight “Red” Harkins in 1933, Harkins Theatres operates over 500 screens and is renowned for its commitment and passion for providing the Ultimate Moviegoing® experience. Harkins Theatres is known as a trailblazer for advancements in the motion picture exhibition industry with amenities such as: CINÉ 1®, CINÉ 1 XL®, pristine state-of-the-art digital projection and sound, curved wall-to-wall screens, Ciné Bar™, Ultimate Lounger® leather reclining seats, Plush Ultimate Rocker® loveseats, Loyalty Cups, in-lobby children’s PlayCenters® and an expanded selection of gourmet concessions. For more history, awards and other information, visit [Harkins.com](https://www.harkins.com).