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ShowBiz Cinemas Expands Leadership Team With Five Strategic New Hires

DALLAS, Texas (May 11, 2020) – ShowBiz Cinemas announced today the addition of the following new members to its corporate office management team: Jeremy Devine as Vice President of Marketing and Content, Aron Barr as Vice President of Information Technology, Chris Younts as Vice President of Construction, Jalyynn Crummel as Director of Purchasing, and Wesley Cribb as Director of Food and Beverage.

Kevin Mitchell, CEO of Showbiz stated, “This is a uniquely difficult time for everyone. The gradual reopening of the theater business is a challenging endeavor that must put the safety of our employees and patrons paramount. We intended to make these five great strategic hires prior to the Covid closings, to help guide Showbiz into a period of greater expansion. We now welcome their combined experience even more as we navigate the future.”

Jeremy Devine brings a great deal of industry experience to his new position as Vice President of Marketing and Content at ShowBiz Cinemas. Devine started his career as a booker for Paramount and moved up through the ranks of distribution, handling blockbusters, art film and repertory at various times in his long tenure. He then joined Rave Cinemas, an innovative start up theater circuit that grew to the fourth highest grossing circuit in the U.S. He left as VP of Marketing upon its sale. Jeremy then took a vendor position as the newly created VP of Exhibitor and Studio Relations for MovieTickets.com. For the past two years, Jeremy was VP of Global Marketing for MediaMation, handling the international rollout of MX4D to exhibition. He is now delighted to be back in Exhibition and looks forward to being part of the team as Showbiz Cinemas grows as a circuit. Devine remarked, “What the whole world is going through now is truly unprecedented. I am excited to join the team at Showbiz and look forward to the industry reopening as soon as it is safely feasible.”



Jeremy Devine, VP of Marketing & Content, ShowBiz Cinemas

ShowBiz Cinemas’ new Vice President of Information Technology, Aron Barr, is a technology executive with 25 years of success delivering strategic alignment and business solutions across the enterprise environment. He got his start as an IT leader in the pizza and video game segment with Peter Piper Pizza where he spent over seven years introducing new technologies that would help the company grow, elevate their quality profile, and innovate. Aron joined Harkins Theatres in 2005. During his 14-year tenure there, he drove the development of an Ecommerce platform, websites, mobile apps, online ticketing, POS systems, a new loyalty program, business intelligence and many other business systems. He is a security-minded, executive thought partner with a passion for solving business challenges and delivering business performance. “I am tremendously excited to join the Showbiz team, especially at a time when technology will drive innovation to improve business delivery while reducing guest and employee health risks,” said Barr.



Aron Barr, VP of Information Technology, ShowBiz Cinemas

ShowBiz Cinemas welcomes Chris Younts as Vice President of Construction. A graduate of the University of Arkansas, Chris brings 20 years of experience in construction, facilities and property management to his role at ShowBiz Cinemas. After beginning his career at FoxCor, Chris shepherded huge building projects in the casino and hotel industry for such leaders as Harrah's and Stations Casinos. He then honed his theater expertise with a 13-year tenure at Cinemark.

ShowBiz Cinemas' new Director of Purchasing, Jalynn Crummel, joins ShowBiz with 16 years of experience with Cinemark, including 13 years in their purchasing department. Prior to her experience with Cinemark, Jalynn attended the University of North Texas, graduating with a BA in Computer Science.

Wesley Cribb joins ShowBiz as Director of Food & Beverage. He comes from Marcus Theatres Corporation and via their previous acquisition of Movie Tavern, combining for eight years in corporate management of restaurant and theatre operations. Prior to that he honed his food and beverage management skills at Cracker Barrel corporation and Carrabba's Italian Grill.



*Chris Younts, VP of Construction,
ShowBiz Cinemas*



*Jalynn Crummel, Director of Purchasing,
ShowBiz Cinemas*



*Wesley Cribb, Director of Food &
Beveraae, ShowBiz Cinemas*

ABOUT SHOWBIZ CINEMAS

Headquartered in Dallas, Texas, ShowBiz Cinemas was one of the first movie theatre chains to embrace and develop a bowling and movies entertainment center concept. ShowBiz Cinemas currently operates eight locations in three states. For showtimes and additional information, please visit www.showbizcinemas.com.

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