

FOR IMMEDIATE RELEASE



Megaplex Launches Rebrand and Reinforces Commitment to Cinema

Megaplex expands offerings at select locations with cinema, bowling, games and enhanced dining experiences

SANDY, UTAH (March 12, 2025) – Today, Megaplex announced a rebrand, emphasizing Megaplex as a premier entertainment destination and the place where awe-inspiring moments become memories. The rebranding effort, a collaborative project between Megaplex and Matchstic, a nationally recognized branding agency, aimed to recapture the "mega" in Megaplex.

The new visual identity celebrates every aspect of the Megaplex experience, from the immersive movie screens to the simple pleasure of a perfectly popped popcorn kernel. The updated verbal identity elevates Megaplex beyond reality, positioning it as a place where extraordinary moments become cherished memories.

“As we embarked on our rebrand journey, we knew honoring Megaplex’s rich legacy was essential,” said Ashley Havili, vice president of marketing for Megaplex. “Our history is a vital part of who we are, and we wanted to carry that forward while breathing new life into the brand. This refresh is about evolution—staying true to our roots while embracing the future. As we step into this next phase, our commitment remains to create larger-than-life experiences for generations to come.”

"Megaplex's rebrand is more than just a new logo; it's a bold statement about the power of shared experiences in our increasingly digital world," says Blake Howard, Matchstic co-founder and creative director. "By adding bowling, games, and enhanced dining options, Megaplex is securing its position as the ultimate third space – a place to live life larger."

There’s nothing like seeing a movie on the big screen, and Megaplex is investing in big ways. Megaplex is updating theaters with 100-percent heated, power luxury recliners, luxury box seats, and “Quiet Rooms” in select auditoriums, a state-of-the-

art MegaScreen premium large format laser projection system with Dolby Atmos® sound, and more.

The first-of-its-kind Megaplex entertainment center in Downtown Daybreak is expected to open this year and will feature premium large format auditoriums, luxury bowling with lane-side dining, a variety of food and beverage options, games, private event and party space.

“Megaplex is dedicated to making every moment a larger-than-life memory for our guests,” said Britten Maughan, president of Megaplex. “This exciting transformation is more than just a visual refresh; it's a strategic repositioning.”

According to a recent study by the National Research Group (NRG), an impressive 76% of the American population ages 12-74 attended at least one movie in theaters in 2024, which translates to approximately 200 million Americans. Megaplex is ranked as the 25th largest cinema circuit in North America.

Megaplex's transformation highlights the importance of community spaces and the power of shared experiences. Megaplex is poised to continue its legacy as a leading entertainment destination by expanding its offerings and enhancing its brand identity. Experience the new Megaplex; visit megaplex.com to find a location near you and plan your visit today.

To celebrate, on Monday, March 17, Megaplex is offering a free small drink and a free small popcorn or \$1 MegaTub and \$1 MegaMug refill with any ticket at any Megaplex.

###

Downloadable Media Assets: <https://lhm.canto.com/b/R9EQS>

Media Contacts:

Megaplex:

Jenny Teemsma

jenny.teemsma@lhm.com

Matchstic:

Brianna Belcher

brianna@matchstic.com

About Megaplex

Megaplex operates 17 locations throughout Utah and Southern Nevada with a total of 179 screens, including five IMAX screens and seven MegaScreen premium large format (PLF) auditoriums. This year, Megaplex is expanding its guest experience to include cinema entertainment centers featuring cinema, luxury bowling, games, enhanced food and beverage options, event space, and more. The first Megaplex cinema entertainment center will open in Downtown Daybreak in the Summer of 2025. Learn more at megaplex.com.

About Miller Sports + Entertainment

Miller Sports + Entertainment (MSE) manages Megaplex, the Salt Lake Bees, and Big League Utah and its quest to bring a Major League Baseball team to Salt Lake City. Learn more at millerse.com.

About Matchstic

Matchstic is the brand identity house for leaders taking bold steps toward a radically relevant brand. We partner with organizations in growth mode to help navigate the brand side of change, powered by a focused strategy and all the creative firepower you need to create the identity your brand deserves.