

ROSELAND

PROPERTY COMPANY

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BOUTIQUE DINE-IN MOVIE TAVERN BRINGS FIRST EAST COAST LOCATION TO WILLIAMSBURG

PORTSMOUTH, VA. – Virginia-based Roseland Property Company (RPC) announced today that the Movie Tavern, the fastest growing operator of cinemas in the country, will bring their first east coast location to the High Street development in Williamsburg, Virginia. This boutique dine-in movie theater will allow guests to view first-run movies and dine in one of eight state-of-the-art theaters. The 34,000 square foot complex will provide stadium seating, and show state-of-the-art 35 mm projection quality movies in leather high-back executive rocker chairs that swivel, roll and tilt.

Movie Tavern will rank as a top 40 theater chain in the US by the end of 2007. The upscale establishment estimates that the Williamsburg location will employ more than 75 full and part-time employees and serve approximately 300,000 customers a year.

“This is a great opportunity to bring the Movie Tavern to Williamsburg, Virginia,” said Jeff Benson, President and CEO of Movie Tavern. “I have family in the area, including a William & Mary graduate, and a brother-in-law that will graduate from William & Mary this year. I’ve been to the market numerous times, and I’m quite familiar with the area and the amazing potential. Williamsburg will be our foot-hold to the east coast.”

In their attempt to provide a “boutique-quality experience,” Movie Taverns have a company-wide policy forbidding unaccompanied minors in any of their locations during the weekend nights.

“Movie Tavern is a full-family destination,” Benson stated, “and we are excited about bringing a new level of quality entertainment to Williamsburg.”

The Movie Tavern concept features ultra-high-comfort and high-tech details, including:

- A menu of consisting of dozens of high-quality, chef-prepared steak, chicken and pasta entrees, chopped salads, appetizers, hand-tossed pizzas, signature sandwiches, black angus burgers, and delectable desserts.
- Full menu, beer, wine and mixed drinks served at your seat in each auditorium with custom call buttons to page your server.

(MORE)

- Stadium-style seating in the auditoriums, including executive high-back leather rocker chairs for ultimate relaxation while enjoying films.
- DTS digital sound in all auditoriums.
- A stylish lounge and full-service bar for guests to enjoy before watching the movie and having a meal. The lounge includes granite bar tops, dark-wood and brass accents, and stylish tables and chairs.
- Plasma screens in the lounge showing sporting events and other popular programming.
- Digital projection capabilities in all auditoriums for PowerPoint or DVD presentations.

About Movie Tavern

Movie Tavern is the largest and fastest-growing operator of cinema eateries in the United States. Combining full-flavor and high-quality food and drinks with friendly service and first-run movies, Movie Tavern currently has 12 locations nationwide, with plans to expand to 20 locations by 2008. For more information, visit www.movietavern.com.

About High Street

High Street was designed as a mixed-use development offering retail space, office space, apartment homes, townhomes, and condominiums. Beautiful streetscapes and traditional architectural style unify the neighborhoods of homes, storefronts, and a central plaza with outdoor dining terrace. The village is anchored by the Movie Tavern, showing first-run movies and offering upscale bar and full table service.

About Roseland Property Company

Roseland Property Company, a premier developer of urban luxury homes on the East Coast, is recognized for their outstanding quality and innovation. From the Hudson River's Gold Coast in New Jersey to the Hampton Roads metropolitan area of Virginia, Roseland Property Company has expanded their vision of master planned communities to the larger metropolitan areas along the Northeast coastline and Mid-Atlantic area. Since 1993, Roseland Property Company has built a nationwide reputation by developing over 10,000 apartments and homes. Roseland combines the quality and matchless elegance of the past with the technology and originality of the future. Roseland's focus is on state-of-the-art building practices from creative planning to exceptional construction to attentive, responsive customer service. High Street typifies Roseland's dedication to excellence, and the commitment to exceed their client's expectations.

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