



## **IPIC® Entertainment Appoints Jason Daniel as Senior Vice President, Operations**

May 6, 2019

### **Former Darden Executive Brings Operational Expertise & Growth Strategies to IPIC®**

BOCA RATON, Fla., May 06, 2019 (GLOBE NEWSWIRE) -- IPIC® Entertainment Inc. ("IPIC" or the "Company") (NASDAQ: IPIC), creators of America's coveted IPIC® luxury theater-and-restaurant destinations, today announces the appointment of Jason Daniel as Senior Vice President, Operations.

Daniel brings a significant amount of hospitality and leadership experience from three decades to IPIC, having worked in Operations Leadership roles for brands including Bennigan's, Boston Market, Macaroni Grill, Metromedia Tavern and most recently, Cheddar's Scratch Kitchen. Daniel will be assuming a new role in the company and will be focused on people and processes to ensure the brand is set up for scale and best in class execution.

Daniel joins the team as three-time James Beard Award Winning Chef and Chief Operating Officer Sherry Yard pursues other business opportunities in the culinary world, including her ongoing participation in the *Great American Baking Show*. Sherry will remain a consultant to ensure a smooth transition of her operational duties and she will remain a close friend of the brand.

"We are excited to have Jason join IPIC to lead our business operations. His experience and success across multiple growth-oriented restaurant groups will be invaluable to us at this stage of our growth trajectory. Jason is equally focused on the guest experience and building a strong internal team, which is essential for our success," stated Hamid Hashemi, Founder and CEO of IPIC Entertainment.

"Sherry has been a pivotal force in defining the role of culinary at IPIC over the last six years. We thank her for her many contributions and wish her well. We will continue to build on that strong foundation and partner with the best talent in the industry to entice and delight our guests," concluded Hashemi.

As Senior Vice President, Operations for IPIC, Jason will lead and oversee operations, working collaboratively with field leaders and the Executive team to integrate operations, marketing, financial, and human resources initiatives across the entire IPIC brand of theaters and restaurants.

"I am very proud and privileged to be a part of such an iconic brand. IPIC is the industry leader, continually elevating the guest experience through thoughtful design, culinary innovation, and a commitment to excellence. I look forward to contributing to this mission as we introduce this brand to new guests across the country," said Jason Daniel about his move to IPIC.

#### **About IPIC® Entertainment Inc.**

Established in 2010 and headquartered in Boca Raton, FL, IPIC® Entertainment is America's premier luxury restaurant-and-theater brand. A pioneer of the dine-in theater concept, IPIC® Entertainment's mission is to provide visionary entertainment escapes, presenting high-quality, chef-driven culinary and mixology in architecturally unique destinations that include premium movie theaters and restaurants. IPIC® Theaters offers guests two tiers of luxury leather seating, Premium Chaise lounge and Premium Plus pod or reclining seating options. IPIC® Theaters currently operates 16 locations with 123 screens in Arizona, California, Florida, Illinois, Maryland, New Jersey, New York, Texas, and Washington and new locations planned for Georgia, Texas, California and Connecticut. For more information, visit [www.ipic.com](http://www.ipic.com).

#### **Media Relations:**

The Gab Group for IPIC® Entertainment Corporate  
Michelle Soudry  
[msoudry@thegabgroup.com](mailto:msoudry@thegabgroup.com)  
561-750-3500

#### **Investor Relations:**

ICR  
Raphael Gross  
[IPICIR@icrinc.com](mailto:IPICIR@icrinc.com)  
203-682-8253



Source: IPIIC Entertainment Inc.