



The Howard Hughes Corporation® Welcomes iPic Theaters to the Seaport District as Manhattan's First Location for the Premier Cinema Operator

October 13, 2016

The Ultimate Cinematic Experience in New York City Features Patented Seating Pods, Personal Pillows and Blankets and Chef-Driven Culinary and Mixology Offerings Delivered by "Ninja" Servers



Seaport District's iPic Theaters Premium Seating (Photo: Business Wire)

NEW YORK-- [iPic Theaters](#), the nation's fastest growing affordable luxury moviegoing experience, is making its highly-anticipated descent upon New York City as the first major anchor in the revitalized [Seaport District](#). iPic will be Manhattan's first new commercial multiplex movie theater opening in over a decade.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20161013005617/en/>

Located within the Seaport District being revitalized by [The Howard Hughes Corporation](#)® (NYSE: HHC), iPic Fulton Market's Grand Opening week is being held October 7 - 13. The intimate 500-seat, 8-screen state of the art theater will deploy 7.1 channel Dolby sound 4K digital technology, utilizing the best-proportioned screens and harnessing the most advanced 3D technology available.

"We are pleased to welcome Manhattan's first iPic as the initial anchor to open at the revitalized Seaport District," said David R. Weinreb, Chief Executive Officer of The Howard Hughes Corporation. "The Seaport's iPic theater will be Manhattan's ultimate cinematic experience as our long-term vision for the district begins coming to life, creating a leading destination for cutting-edge experiences in the city."

"iPic Theaters at the Fulton Market Building has been five years in the making, and we are thrilled to finally bring our unique moviegoing experience to Manhattan," said Hamid Hashemi, CEO and Founder of iPic Entertainment. "We strive to provide our guests with an uncompromising level of service, in the most comfortable reclining seats encapsulated within their own personal Pods in architecturally unique environments - all at a very affordable price."

iPic Theaters will be a cornerstone tenant as part of the Seaport District's transformation and be among the new offerings that will include the only U.S. location of iconic Italian fashion store 10 Corso Como, a 40,000 square foot food market by Jean-Georges in the restored Tin Building that will rival the world's most popular food concepts and restaurants by culinary powerhouses Jean-Georges Vongerichten and the Momofuku Group led by David Chang in the new Pier 17® building.

Pier 17 will also be highlighted by a 1.5-acre rooftop that will include a restaurant, outdoor bars and a venue for special events that will become one of the most recognizable entertainment destinations. The rooftop will be programmed year-round, home to a seasonal summer concert series as well as a winter village and a cultural gathering place for New Yorkers and visitors.

Affordable Luxury

iPic's signature affordable luxury experience will start long before guests arrive to the theater. A proprietary iPic Theaters app - available for download via Apple, Android App Store and the Amazon Marketplace - empowers guests to purchase tickets and select their seats and in-theater dining options via their smartphones. Members can access their membership information and receive rewards and special access to advance screenings of movies, along with tracking loyalty benefits earned for every dollar spent.

Revolutionary Patented Seating

iPic Fulton Market will house custom designed iPic patented Seating Pods and Chaise Lounge Seating, and moviegoers can

choose from iPic's two signature seating options, Premium and Premium Plus depending on their desired level of service. Premium seat ticketholders can opt for regular or chaise lounge seats and may purchase food and beverage from iPic Express to carry into the theater and enjoy at their seats. Guests seated in iPic's Premium Plus seating will enjoy a new level of intimacy in luxury movie watching comfort - full-leg reclining leather seats encapsulated within their own private viewing pod, courtesy pillows, blankets and unlimited popcorn. iPic's new patented Seating Pods will utilize revolutionary sound-absorbing technology to ensure guests experience the full effect of iPic's 7.1 channel Dolby digital soundscape during their movie, and will feature built-in cubbyholes for guests to conveniently stash shoes and bags.

Guests seated in Premium Plus seats can pre-order their food at any time prior to their arrival to the theater after purchasing their tickets or can place their order on their phone while seated in the theater. Convenient personal call buttons that summon iPic's "Ninja" servers to stealthily deliver chef-driven dishes and handcrafted cocktails from the iPic Express kitchen and Bar is a signature feature for guests in Premium Plus seating.

Dining in the Dark

Credited with redefining what we eat and drink at the movies, Chef Sherry Yard, Chief Operating Officer for iPic's Restaurant Division, is an accomplished chef who has spent her extensive career making a mark on the culinary world. Yard's exclusive "dining in the dark" menu for iPic will reinvent what New Yorkers have come to expect from traditional movie fare, featuring a chef-driven menu conveniently designed so as not to require a fork and knife, accompanied by a diverse beer, wine and farm-to-glass beverage menu curated by Master Bartender/Advanced Sommelier Adam Seger.

The Tuck Room

Seaport District's Fulton Market Building will also showcase Adam Seger's The Tuck Room, a destination drinking + dining den inspired by the city that brought cocktail culture to life. Located on the building's third floor, The Tuck Room will feature rotating beverage programs, each honoring their own remarkable era in history, while Seger and his 'Ice DJs' hand-carve ice from 45-pound blocks to be used in bar offerings.

iPic Artist Installations

iPic Fulton Market takes advantage of the unique architectural features of the building to highlight original artwork by award-winning artists Peter Tunney, Mike Stilkey, Elle, Mr. Never Satisfied, Dasic Fernandez and Joe Iurato.

Membership Has Its Rewards

iPic's free Purple membership program offers substantial savings on ticket prices throughout the week. iPic Sapphire members receive priority ticket access to blockbuster films, earn points toward iPic Member Reward programs, access to exclusive movie showings and advance screenings prior to public opening along with many other benefits such as free upgrades to Premium Plus seating based on their frequency of visits. To become an iPic member, please visit www.ipicmember.com.

Ticket Pricing

Tickets for iPic Fulton Market at Seaport District NYC will range from \$14 - \$29 for members, depending on seating option selection and day of the week. Ticket pricing for iPic Theaters varies by location.

For more information on iPic Theaters, please visit www.ipic.com. Follow us on Facebook at www.facebook.com/ipictheaters, Instagram www.instagram.com/ipictheaters and Twitter at www.twitter.com/ipictheaters.

About iPic Entertainment

Established in 2006 and headquartered in Boca Raton, FL, iPic Entertainment is the fastest growing affordable luxury movie theater brand in the nation. A pioneering industry leader, iPic Entertainment's mission is to provide visionary night-out entertainment escapes, presenting high-quality, chef-driven culinary and mixology in unique destinations that include premium movie theaters and bar/restaurants. iPic Theaters currently operates 15 locations with 113 screens in Arizona, California, Florida, Illinois, New Jersey, Texas, Washington and Wisconsin and new locations planned for California, Connecticut, Philadelphia, and New York. For more information, visit www.ipic.com.

About the Seaport District NYC

The Seaport District NYC, New York's original commercial hub, is located on the East River in Lower Manhattan with unparalleled views of the Brooklyn Bridge, Statue of Liberty and the city's iconic skyline. Attracting approximately 15 million visitors annually prior to beginning its redevelopment, the Seaport was recently named the 22nd most visited tourist attraction in the world by Travel + Leisure.

The Seaport District is currently being revitalized by The Howard Hughes Corporation and will encompass seven buildings on several city blocks totaling more than 400,000 square feet of cutting-edge culinary, fashion, entertainment and cultural experiences, including the 40,000 square foot food market by Jean-Georges in the restored Tin Building that will rival the world's most popular food concepts as well as the first Manhattan location of premier cinema operator iPic Theaters that opened this fall. In the new Pier 17 building, culinary powerhouses Jean-Georges Vongerichten and the Momofuku Group led by David Chang will

be opening restaurants as the first to be announced in what will become an unparalleled range of dining options in the district.

Pier 17 will also be highlighted by a 1.5-acre rooftop that will include a restaurant, outdoor bars and a venue for special events that will become one of the most recognizable entertainment destinations. The rooftop will be programmed year-round, home to a seasonal summer concert series as well as a winter village and a cultural and entertainment gathering place for New Yorkers and visitors. An essential part of New York for over 300 years, the re-envisioned Seaport District will continue to function as a much-needed community anchor for the rapidly growing population of Lower Manhattan.

For additional information, visit SeaportDistrict.NYC or find us on [Facebook](#), [Twitter](#) and [Instagram](#).

About The Howard Hughes Corporation®

The Howard Hughes Corporation owns, manages and develops commercial, residential and mixed-use real estate throughout the U.S. Our properties include master planned communities, operating properties, development opportunities and other unique assets spanning 16 states from New York to Hawai'i. The Howard Hughes Corporation is traded on the New York Stock Exchange as HHC with major offices in New York, Columbia, MD, Dallas, Houston, Las Vegas and Honolulu. For additional information about HHC, visit www.howardhughes.com or find us on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

Safe Harbor Statement

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ALISON BROD MARKETING + COMMUNICATIONS

Adrianna Lauricella, 212-230-1800

adrianna@alisonbrodmc.com

or

Dara Schopp, 212-230-1800

dara@alisonbrodmc.com

or

The Howard Hughes Corporation

Caryn Kboudi, 214-741-7744

caryn.kboudi@howardhughes.com

or

Lincoln Palsgrove, 646-822-6930

lincoln.palsgrove@howardhughes.com

or

The Gab Group (for iPic Theaters)

Michelle Soudry, 561-750-3500

msoudry@thegabgroup.com

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