



Brenden Theatres
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Corporate Profile Brenden Theatre Corp.

Brenden Theatre Corp. has redefined the movie exhibition business by creating unforgettable entertainment experiences for over 3 million guests annually. Since its modest start in 1990, Brenden Theatre Corp. has grown to include 86 screens of movie magic from the East Bay of N. California to S. Nevada. Its theatres include four California locations: Brenden Theatres Pittsburg 16, Brenden Theatres Concord 14, Brenden Theatres Vacaville 16 and Brenden Theatres Modesto 18, as well as two Nevada locations: Brenden Theatres & IMAX® at the Palms Casino Resort in Las Vegas and Brenden Theatres at the Avi Casino Resort in Laughlin.

By offering unmatched levels of customer service, theatre presentation and amenities, President and CEO Johnny Brenden has transformed his theatres into destinations that rival some of the region's most sought-after entertainment attractions. As the site of world film premieres and award-winning promotional campaigns that have drawn the likes of Muhammad Ali, Nicolas Cage, Mark Hamill, Jennifer Garner, Sylvester Stallone, Holly Hunter, Sean Penn, Jack Nicholson, Michael Jackson and many other of today's hottest celebrities, Brenden attracts moviegoers excited to experience the indescribable vibe of Hollywood glamour that's alive at each theatre location.

Central to the company's success is the guiding principle to regard patrons as important stakeholders—individuals deserving of memorable motion picture experiences at fair prices. “Brenden Theatres, where the customer is the star,” is much more than a catchy motto; it exemplifies the corporate commitment to understand and appeal to the unique demographic segments surrounding each of the six locations. It's a responsibility that executives and managers take seriously. Whether they're analyzing promotions designed to pack a punch in the highly competitive Concord, Calif. market or considering in-room displays to lure Palms Casino Resort guests to Brenden Theatres & IMAX® at the Palms, team members do so with the confidence that Brenden has instilled in them.

Exceptional customer experiences begin with committed employees. Staff members are encouraged to take ownership of the four commitment areas for theatre operations: commitment to facilities, commitment to guests, commitment to employees and commitment to community. By giving employees the tools to succeed and motivating them through monetary consideration, praise and meaningful bonuses, Brenden Theatres Corp. successfully creates an atmosphere of fun and fantasy—critical to the mission of providing a memorable movie entertainment experience for patrons.

The award-winning Brenden Theatres has received numerous recognitions including two prestigious “Best Overall Promotion” Showmanship Awards presented by the National Association of Theatre Owners.

Corporate growth plans call for additional locations; however, Brenden is steadfast in his commitment to remain an intimate chain that provides a personal level of customer service and operates with old-fashioned values.

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