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Mountain View Cinema to Reopen Under Original Ownership
Syufy Enterprises brings premium AXV format, luxury seating and an upgraded menu to Shoreline Boulevard theater

MOUNTAIN VIEW, Calif. — Oct. 5, 2026 — The former Century/Cinemark Mountain View theater at 1500 N. Shoreline Blvd. will reopen for the holidays as Mountain View Cinema, under the original ownership and management of Syufy Enterprises.

The reopening marks a significant investment in the theater, combining a refreshed identity and an improved moviegoing experience with a renewed commitment to serving families, film enthusiasts and the greater Mountain View community.

"We are excited to welcome guests back as Mountain View Cinema," said Nancy Crane, vice president at Syufy Enterprises. "The Syufy family has been committed to delivering exceptional entertainment experiences for more than 80 years. This theater is an opportunity to reinvest in a cherished community asset while creating a modern destination where audiences can come together and enjoy the magic of the big screen."

The centerpiece of the improvements is the AXV Cinema Experience, featured on two auditoriums. Each AXV auditorium will have a larger screen lit by a Barco 4K laser projector, which delivers crisp, brilliant images with vivid color, deep blacks and razor-sharp detail from edge to edge. The picture is matched by Barco AuroMax immersive sound, which uses more than 30 speakers placed throughout the auditorium, including overhead, to deliver sound from all around the audience. From pulse-pounding action to quiet, breathtaking moments, AXV puts moviegoers in the center of the story.

Every existing seat in the theater is being removed and replaced with all-new luxury seating with

personal tray tables. "We're not just refreshing the auditoriums. We're taking out every single seat and starting over," Crane said. "Every guest, in every auditorium, will sit in a brand-new luxury seat with a personal tray table, so they can settle in, spread out and enjoy their food and drinks during the movie. It's the most visible way we can show this community how committed we are to their experience."

The upgraded concession menu includes real butter, Orville Redenbacher's popcorn, Nathan's Famous hot dogs and hand-scooped ice cream, along with classic movie snacks and beverages. Guests can also enjoy pizza from Tomatina, a locally owned restaurant that has served the community with dishes made from fresh ingredients.

Mountain View Cinema will continue to show the latest Hollywood releases while adding special programming, family events, classic film screenings, private rentals and community events.

"Movie theaters have always been about more than movies," Crane said. "They're places where families gather, friends connect and lasting memories are made. We are proud to reintroduce this theater as Mountain View Cinema."

Guests will be able to join Movie Perks, Mountain View Cinema's loyalty program, which rewards members with points, exclusive offers and member-only benefits on every visit. Moviegoers who belong to other theater loyalty programs should look out for a special opening-day offer for switching to Movie Perks. Sign up for email updates, including opening and ticket information, at www.mountainviewcinema16.com.

About Syufy Enterprises

Syufy Enterprises is a Marin County-based company operating a diverse portfolio of businesses, including health clubs, golf venues, shopping centers, apartment communities, public markets and movie theaters. The company focuses on delivering exceptional experiences across its brands while pursuing strategic, sustainable growth.

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