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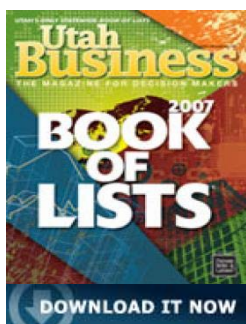
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**Articles**

6 February 2009

**Maxwell's East Coast Eatery Opens in Newpark Town Center**

by PR or News Wire

06 February 2009—

Steve Maxwell set out to make the sequel to his Sidecar nightclub in Park City the premier local hangout. But the New Jersey-born restaurateur was careful not to pigeonhole his new creation. One part neighborhood bar, one part family restaurant and one part after-hours ultra lounge, Maxwell's East Coast Eatery is now making its many marks on Park City's newest lifestyle center, Newpark Town Center.

The openly-designed, 4,000-square-foot hybrid venue caters to a wide audience, with 12 plasma TVs and bay windows across the 130-foot storefront. Maxwell's lounge opens up to a 3,000-square-foot deck, overlooking the retail center's focal point, Sun Calendar Plaza. After hours, the venue transforms itself from a family restaurant into a lounge club with guest DJs and live music.

"The idea with Maxwell's was to make it a comfortable place for everybody. Sure, people can come and watch a game, but I didn't want it to be just a sports bar," said Maxwell. "It's a great location, one we think the locals will see as the new hangout. And if you can create a happening spot for locals then you'll draw the tourists."

Maxwell's is located at 1456 W. Newpark Blvd, inside the Newpark Hotel which is part of the 38-acre Newpark Town Center development. Set at the opening of the 1,200-acre Swaner Nature Preserve, the plaza features public art displays, fire pits, and outdoor seating where friends and neighbors can gather. It also features a community amphitheater where live music and theater will play out before a picturesque backdrop of the surrounding mountains.

"Maxwell's versatility really captures the essence of Newpark," said Nick Hannon, senior vice president of Las Vegas-based Territory Incorporated, the firm co-developing Newpark Town Center's retail component. "Steve's ability to mold these components into one destination offers a truly unique experience."

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