

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Moon King Entertainment Group, part of Watterson Brands, Announces The Press Room, Bluffton's Largest Family-Friendly Entertainment Destination

**Historic Island Packet Building to be transformed into a premier dining, entertainment,
and event venue honoring the Lowcountry's rich heritage**

BLUFFTON, SC — July 29, 2026 — Moon King Entertainment Group today announced plans to launch The Press Room, an expansive new family-friendly entertainment destination at the former Island Packet newspaper building located at 10 Buck Island Road in Bluffton, South Carolina. The redevelopment will transform the historic property, once home to the printing presses that produced the region's local newspaper, into one of the Lowcountry's most unique dining, entertainment, and event venues. Construction is expected to begin in September 2026, with the first phase scheduled for completion by Summer 2027.

The Press Room will be developed in multiple phases, beginning with a significant expansion of the existing brewery, Side Hustle Brewing Co., into a full-service taproom restaurant, complete with a commercial kitchen. The taproom will seat close to 200, with much more seating in the game room and beer garden. Side Hustle will continue to brew its beer on-site while expanding its production footprint in the building. The Press Room will be your go-to for the ultimate in sports entertainment, featuring a 15,000 square-foot beer garden complete with a 20' jumbo TV. Phase One will also include approximately 5,500 square feet of indoor arcade games and family entertainment. The property will feature multiple bars for a huge variety of refreshing beverages, an upscale coffee shop with seating for approximately 60 guests, a full-service ice cream parlor, and a 6,500-square-foot private event venue capable of accommodating more than 300 guests for weddings, corporate events, celebrations, and community gatherings.

Future plans for Phase Two include an 18-hole indoor black-light miniature golf course with dedicated party rooms, creating an even more immersive entertainment experience for families and visitors.

One of the property's most distinctive features is its basement — the only known basement of its kind in South Carolina's Lowcountry. Moon King Entertainment Group plans to transform this unique space into an elegant speakeasy featuring live entertainment alongside a separate upscale dining experience. The timeline for Phase Two will be announced at a later date.

The Press Room is designed to become a destination where residents and visitors can gather for great food, craft beverages, coffee, entertainment, live music, celebrations, and memorable experiences while preserving an important piece of Bluffton's history.

"We are proud to bring our largest entertainment venue to Bluffton," said Billy Watterson, CEO of Watterson Brands. "By repurposing the historic Island Packet building rather than replacing it, Moon King Entertainment Group continues our commitment to revitalizing meaningful local landmarks."

About Moon King Entertainment Group

Moon King Entertainment Group develops innovative hospitality, dining, and entertainment destinations that bring communities together. Focused on preserving local history while creating unforgettable guest experiences, we specialize in transforming unique properties into vibrant gathering places that celebrate the culture, heritage, and spirit of the communities we call home.

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