EXHIBIT 7

We visited McDowell's, of 'Coming to America' fame. Here's what to order at N.J. pop-up.

Updated: Apr. 20, 2021, 3:30 p.m. | Published: Apr. 20, 2021, 3:30 p.m.



McDowell's pop-up comes to N.J.

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By Jeremy Schneider | NJ Advance Media For NJ.com

New Jerseyans might not be able to visit Zamunda. But for a few days, they can get burgers at McDowell's.

A burger pop-up inspired by the McDonald's knockoff, where Eddie Murphy's Prince Akeem worked in the 1988 comedy "Coming to America," opened in Cherry Hill last week, offering Garden State cinephiles and foodies an culinary experience that rings true to the film — and purposely not true to McDonald's.

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The restaurant opened in celebration of "Coming 2 America," the sequel that hit Prime Video on March 4, and is open at the Cherry Hill Mall, and currently selling tickets until May 2.

The menu features the Big Mick (all the fixings of a Big Mac without the sesame seeds on the bun), Chicken Chunks (not nuggets), the Meatless Mick with an Impossible Burger patty, and the Magnum Mick featuring eight patties and eight slices of cheese on a long (non-seeded) roll.

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The Big Mick, not a Big Mac, from McDowell's, the "Coming to America" pop-up in Cherry Hill. (Jeremy Schneider | NJ Advance Media for NJ.com)

The Big Mick is seedless as billed, and otherwise almost tasted like a Big Mac. The patties might have even tasted better than what they're flipping over at McDonald's.

But it's the Sexual Chocolate Cake Shake that is better than

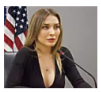
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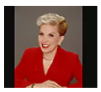


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any fast food dessert you've ever had. A smooth chocolate shake topped with a moist, rich chunk of chocolate cake — the whole thing is so decadent and over-the-top that you might not know how to eat it. Chow down on the cake in the middle and then put your straw through it to get to the ice creamy goodness in the glass.



The Sexual Chocolate Cake Shake at McDowell's in Cherry Hill. (Jeremy Schneider | NJ Advance Media for NJ.com)

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The interior of the restaurant, including the McDowell's office (complete with hamburger phone) and Prince Akeem's throne, will be a thrill for any fan of the film. And even if you aren't, the food is almost as good as McDonald's!

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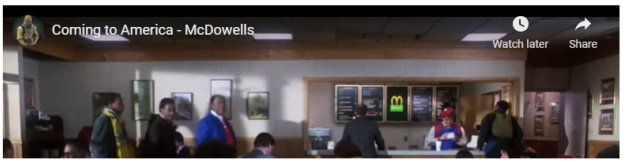
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Around the Web Taboola Feed





'Coming 2 America' inspires a Cherry Hill pop-up



By Andrew Kramer, KYW Newsradio

March 17, 2021
4:23 pm

CHERRY HILL, N.J. (KYW Newsradio) — The popularity of Eddie Murphy's classic movie "Coming To America" has endured for decades. And with its sequel, "Coming 2 America," out, the franchise is back in the spotlight.

The Cherry Hill Mall is getting in on it, with a pop-up version of McDowell's — not McDonald's — McDowell's, the fast-food restaurant where Murphy's Prince Akeem character worked.



"It's a tribute to the movie," explained Joe McCullough, CEO of JMC Pop Ups, tells KYW Newsradio they have been considering adding more days of operation. They have also discussed bringing McDowell's to other locations.

"I get the question all the time: 'Does Eddie Murphy know you're doing this?'" he said. "I don't know if he does or not, but I hope he'd be pretty happy with what we're going to pull off."

Patrons are encouraged to dress like their favorite characters. More information on the pop-up, tickets and the menu (good luck to whoever tries the "Magnum Mick"!) is available online.

McCullough said part of the money earned from this pop-up and others will go to a nonprofit youth robotics program.

His company also has a science fiction pop-up opening next week at the Willow Grove Park Mall.

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'Coming to America' McDowell's Opening NJ Pop-Up

By **Bob Vosseller** - April 15, 2021



Photo by Bob Vosseller

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CHERRY HILL – Have you ever had a Big Mick at McDowell's? McDowell's is "The Home of the Big Mick!" but chances are, you never went to that "Golden Arches" because it only existed in two feature films. Until now that is.

The fictional franchise was part of the 1988 romantic comedy "Coming to America" starring Eddie Murphy, Arsenio Hall and James Earl Jones and it is featured again in the recently released sequel "Coming 2 America."

Complete with plaid décor and a nod to all things Scottish, McDowell's was owned by Cleo McDowell played by actor John Amos and one of his workers was Maurice, played by comic Louie Anderson.

The parody of an actual famous franchise that currently boasts they are the home of the most "stolen fries" has been brought to life by JMC Pop Ups who provide special events in the South Jersey/Philadelphia area with such attractions as "Galaxy Burger and Beyond."

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The company's chief executive officer Joe McCullough decided that McDowell's had to exist in the real world, at least for close to two weeks so McDowell's will pop up and open from April 16 to April 26 at the Cherry Hill Mall.

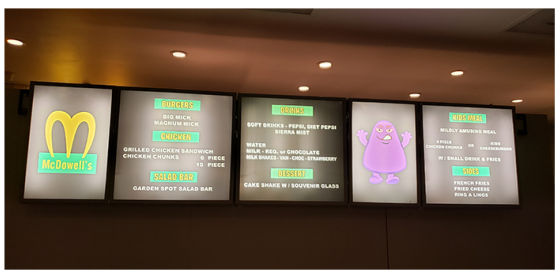


Photo by Bob Vosseller

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It was decorated to serve as a replica of the McDonald's knockoff from "Coming to America" and its sequel, "Coming 2 America" released last month. The original film features Murphy playing an African prince who falls in love with Cleo McDowell's daughter Lisa. Murphy and Hall play other comical characters in various scenes in the movie.

Along with the Big Mick you can order the Louie Anderson grilled chicken sandwich. One of the dessert items is the Randy Watson Sexual Chocolate Cake Shake that includes chocolate cake in the shake along with a whipped cream topping and cherry. The dessert delight was inspired by the character Randy Watson who was also played by Murphy. Watson is a soul singer with the fictional band Sexual Chocolate.

McCullough said, "our primary pop up is a sci fi version of a dine in restaurant experience in malls where you go there, get food and go through multiple locations and there are large props and photo ops. Honestly, I'm a big fan of the movie and I used to work for McDonald's a long time ago and this is a parody of that and we put up a Facebook page saying McDowell's coming soon just to see what people said and people kind of went crazy."

"That was the launch of it and how it came about. This is a closed down California Pizza Kitchen at the Cherry Hill Mall and we're doing some photo op stuff and a small conversion of parts of the restaurant to remines and kind of give you that feel of McDowell's but it isn't a full conversion," McCullough added.

A full conversion would "be impossible. Where is the value and longevity but were doing some signage and props and making it a good experience where people can go after ordering food like the Big Mick and have some fun with it. People come to take pictures of just the signs in the windows when we were setting up and take some selfies."



Photo by Bob Vosseller

McCullough said he enjoyed the recent sequel to the classic film. "I watched it the night it came out. Fortunately, or unfortunately, there is such a cult following that you'll always have some people disappointed when you follow up something that survived with that kind of large following with fans of 30 years."

"I would have preferred there be more of McDowell's in it but it is there and that is the important thing. Right now, this is only intended to be in Cherry Hill," McCullough added.

"The Big Mick is the original reference in the movie but we actually have the Magnum Mick to which is a larger version on a longer roll and a king of play on a Philadelphia cheesesteak. It has eight pieces of cheese, lettuce, pickles and special sauce. It is a beefed-up version if you will," McCullough added with a laugh.



Photo courtesy 6ABC

"The Randy Watson sexual chocolate cake shake comes in a souvenir glass. It has a full piece of cake on top. It sounds like a meal unto itself," McCullough said. "We wanted to have a fun menu and provide a fun thing for people to come out and do."

He said that the Galaxy Burger and Beyond themed pop up will be going away for the summer but returning in the fall and in Pennsylvania "where we started it. Then we'll start to spread out from there. We are from Delaware County and that is where we launched it. We're trying to expand a little bit."

McCullough stressed that the McDowell's pop up is a socially distanced event to accommodate guidelines of the COVID-19 pandemic "so we create a safe environment."

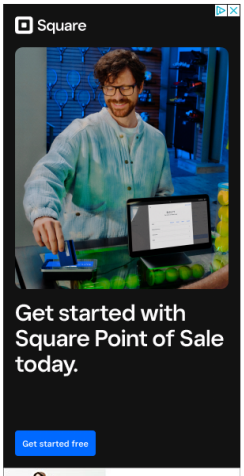
McCullough said, "we're always looking for very unique fun and we are always open to new ideas as to what might be a unique pop up."

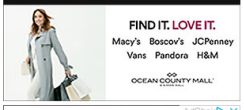
Tickets and times are limited. Tickets will not be available at the door. For ticket information and other information visit *mcdowellspopup.com*



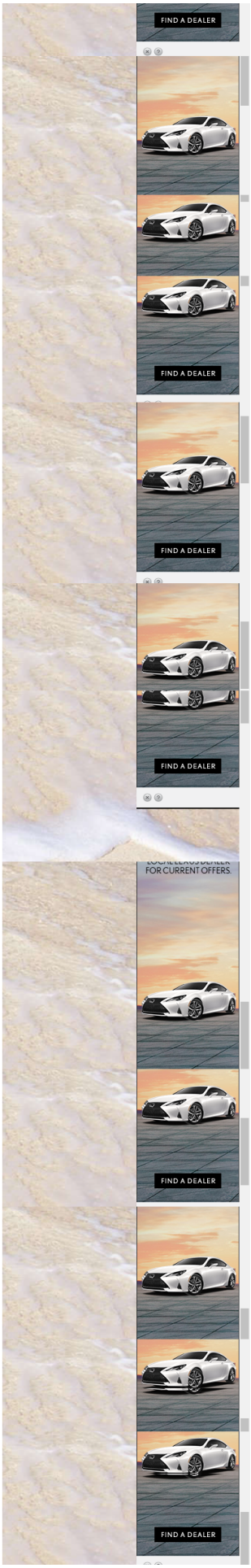


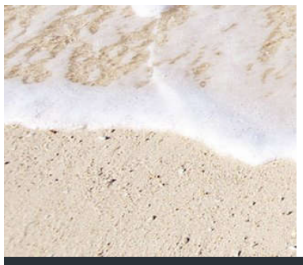








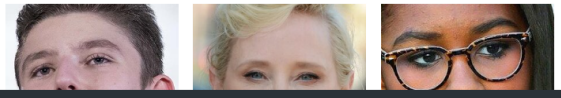


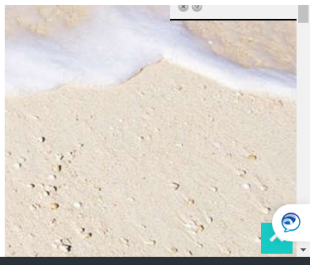


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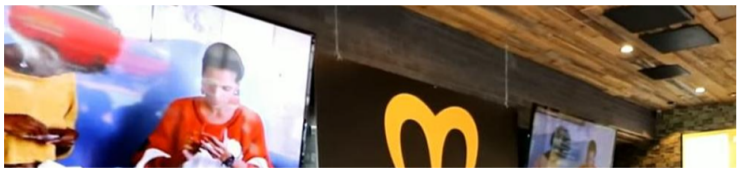
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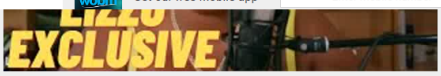
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As "Cleo McDowell" pointed out in the first "Coming To America", there's no confusing McDowell's with McDonald's. He confidently stated, "Look... me and the McDonald's people got this little misunderstanding. See, they're McDonald's... I'm McDowell's. They got the Golden Arches, mine is the Golden Arcs. They got the Big Mac, I got the Big Mick. We both got two all-beef patties, special sauce, lettuce, cheese, pickles and onions, but their buns have sesame seeds. My buns have no seeds." Ahhh...big difference.

Well, if you were one of the people that made "Coming 2 America" the **biggest opening weekend** of any movie in the past year, you'll love this. **"McDowell's"** is coming to Philadelphia next month, April 16th through 26th of 2021. This "pop-up" experience at the Cherry Hill Mall in New Jersey is just an hour away from the Jersey Shore and will feature the "Big Mick", the "Meatless Mick", and even the "Magnum Mick." If you're interested, you'll need to buy a ticket. It's a pop-up but not a walk-up. Scroll down to check out some discontinued



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McDowell's pop up is coming to Cherry Hill with Forgotten Boardwalk Brewing on tap

Hira Qureshi
Cherry Hill Courier-Post

Published 4:14 p.m. ET April 7, 2021 | Updated 11:30 a.m. ET April 8, 2021

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Watch: Glassboro Community Garden sprouts up

Mayor John E. Wallace III speaks about the new Glassboro Community Garden during a special ceremony on Thursday, April 1, 2021. *Adam Monacelli, Cherry Hill Courier-Post*

Jamie Queli, the owner of Forgotten Boardwalk Brewing, grew up watching "Coming to America" so when the organizers of the movie-themed McDowell's pop-up restaurant at Cherry Hill Mall reached out to her, she jumped at the chance.

"I am the hugest fan of 'Coming to America,'" Queli said. "Now my secondary city is obviously Philadelphia, but I grew up in New York, and that movie just sort of resonates with me and all the great humor. They just don't make movies like that anymore."

JMC Pop Ups LLC is the brand behind the pop-up of McDowell's, the McDonald knockoff where main characters Prince Akeem and Semmi (played by Eddie Murphy and Arsenio Hall) become employed and Akeem meets his wife, Lisa (played by Shari Headley).

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Inspired by the 1988 hit comedy, the pop-up restaurant will be at the Cherry Hill Mall, where the former California Pizza Kitchen sat, from April 16 to 25, as a fun event following the sequel, "Coming 2 America," that aired on March 4 on Prime Video.

Signs are up for the McDowell's pop-up at the Cherry Hill Mall. *Courtesy Of Joe McCullough*

"The fan reaction was fantastic," McCullough said. "So very quickly, we launched McDowell's pop-up ... it's getting bigger and bigger ... because it has gotten such a good response."

The pop-up is in collaboration with the local brewery where Queli and her team will host a beer garden on the weekends featuring draft beers exclusive to the pop-up — the "Queen to Be Cream Ale" and "Soul Glo Hazy IPA."

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label art, she said.

McCullough said for all their pop-ups supporting local businesses is an important part, so they wanted to collaborate with Forgotten Boardwalk Brewing.

"Part of our concept is bringing people back to the malls, getting them to spend more time there," McCullough said. "But what we try to do is work with people that are within the mall platform or in the town that we're popping up in ... the



"Queen to Be Cream Ale" is a crisp and light beer. *Courtesy Of Forgotten Boardwalk Brewing*

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With the sequel's release and people looking for fun things to do, Lisa Wolstromer, senior marketing director at Cherry Hill Mall, said the event is a fun concept that gives the mall the opportunity to have an entertaining event and draw people to the mall.

"It has so many pluses for us," Wolstromer said. "It was a really unique concept and we were really happy that he selected our properties to partner with."

Wolstromer has worked with McCullough before on the Galaxy Burger and Beyond pop-up for sci-fi fans earlier this year at the Springfield Mall and Willow Grove Park Mall.

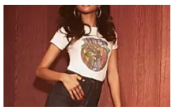
The pop-up is ticketed, limiting capacity to 23 people per half hour to prevent lines and keep people socially distanced. Tickets include a meal — a sandwich or nuggets, fries and a drink — and an hour taking photos and spending time at the restaurant.



through 12th grade, so a portion of all proceeds from JMC pop-ups goes to the nonprofit.

There are still a few 100 tickets available for purchase. Tickets can be purchased here.

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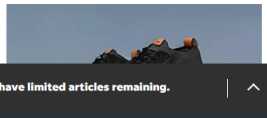
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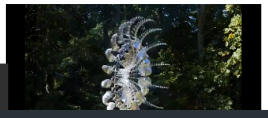


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McDowell's, pop-up restaurant inspired by 'Coming to America,' opening at Cherry Hill Mall

By Brock Koller via
Saturday, March 13, 2021



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'Coming 2 America' will feaure the original cast and some new faces.

CHERRY HILL, New Jersey (WPVI) -- If you ever dreamed about starring in a movie, we may have found the closest thing and all you'll have to do is go to the Cherry Hill Mall.

Starting in April, a pop-up restaurant inspired by McDowell's, the fast-food eatery seen in the film "Coming to America," will open for a little over a week span at the South Jersey mall.

The pop-up will feature menu items such as the Big Mick. The spoof of McDonald's Big Mac features all the same ingredients - two all-beef patties, special sauce, cheese, lettuce, pickles, onions - but on a non-seeded bun, instead of a sesame seed bun.

Other options include their take on Chicken McNuggets called Chicken Chunks, a vegetarian option in the Meatless Mick, and The Louie Anderson grilled chicken sandwich.

A regular MickTicket will cost $28 and includes either the Big Mick, Chicken Chunks or the Louie Anderson, plus fries and a drink. The Meatless Mick, which is an Impossible Burger on a vegan bun and no cheese, is available for an additional charge.



Police search for woman abducted by murder suspect in Chester, Delaware County

With it being a family restaurant, there are choices for the kids. Those 10 and under can get the $15 Mildly Amusing Meal which includes a child-sized burger or chicken nuggets plus small fries and apple juice or water.

For dessert, there is the Sexual Chocolate Cake Shake, named for the band in the film; it's a chocolate milkshake topped with an entire slice of American Marshmallow Chocolate Chip Cake. All in a keepsake glass.

But due to COVID-19 restrictions, you will need to purchase timed tickets in advance to dine at McDowell's.

"We have extensive COVID-19 protocols and are selling only 20 tickets per half hour. Since all meals are pre-ordered and ready to be served as soon as diners arrive, diners are allotted one hour in the restaurant, so there are never more than 40 people dining at a time," Joe McCullough, founder and CEO of JMC Pop Ups LLC, the brand behind the restaurant, told 6abc.

In addition, JMC Pop Ups says there will be interactive photo opportunities, including Employee of the Month

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The McDowell's pop-up coincides with the release of the sequel "Coming 2 America."



JMC Pop Ups told 6abc the restaurant is "fan driven and not affiliated with Amazon Studios or Paramount Pictures."

This will not be the first pop-up restaurant the company has opened in our area.

Galaxy Burger and Beyond launched at the Springfield Mall earlier this year. This pop-up restaurant was all about science fiction.

JMC told 6abc the restaurants were developed in response to the pandemic.



"We wanted to create a family-friendly activity that would also be compliant with COVID protocols, while attracting people to malls to support the businesses there that are struggling due to the pandemic," McCullough said.

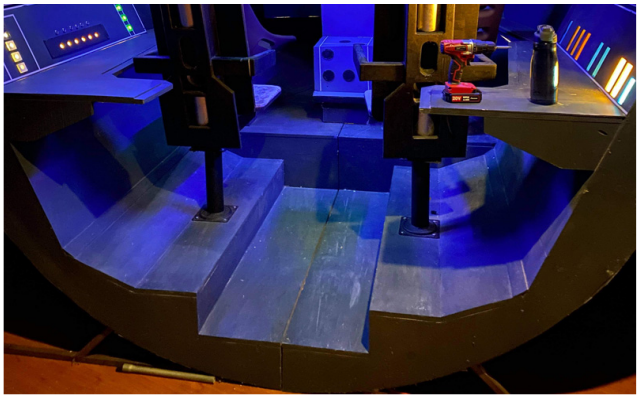
At Galaxy Burger and Beyond, hungry sci-fi fans could indulge in such out-of-this-world items as the Porg Tenders and Grilled Dodgers in the 24 Century sandwich.

Besides the food, guests could also visit the Q Bar, an 18-ft tall AT-AT, a 1:1 scale cockpit of the Millennium Falcon, a Star Trek Transporter replica, Iron Man's Hall of Armor and more.



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The cockpit of the Millennium Falcon as seen at Galaxy Burger and Beyond.

JMC says Galaxy Burger will blast off again at the Willow Grove Park Mall beginning March 26. Like McDowell's, timed tickets are required.

"The response of the fans has been so enthusiastic and supportive that we decided to tap into another set of fans apart from science fiction. McDowell's was the perfect choice, and the recently vacated California Pizza Kitchen at Cherry Hill Mall is the perfect location. It's exciting to see people coming back to the malls," McCullough said.



Multiple people sickened during hazmat situation at Reading, Pennsylvania YMCA

JMC says they look for area malls that have been hit hard by COVID-19 by utilizing empty spaces to generate more mall traffic. They chose the Cherry Hill Mall for McDowell's due to the CPK location becoming available and the "great exterior exposure."

The Cherry Hill Mall is promoting the pop-up on its website, saying, "Prince Akeem got his start mopping floors at McDowell's in Queens. Now, the fictitious fast food joint from 'Coming To America' and 'Coming 2 America' is coming to Cherry Hill Mall!"

A portion of the proceeds from all of JMC's pop-up events will be donated to Eastern Pennsylvania Robotics Alliance and other local nonprofits.

JMC Pop Ups says there are plans for future McDowell's, but only in pop-up form. There are no plans to make them permanent restaurants.

"We are committed to the pop-up model so we can get customers back to as many malls as possible," McCullough said.

And at this time, there is no word if McDonald's, the home of the Golden Arches, is aware that the home of the Golden Arcs, McDowell's, is coming to Chery Hill.

"Not as far as we know," McCullough said.

McDowell's will be open at the Cherry Hill Mall from Friday, April 16 through Sunday, April 25, serving ticketed guests 11 a.m. to 7:30 p.m.

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