

November 19, 2013



Cinemark Names Phillip R. Couch Vice President of Food and Beverage

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's leading motion picture exhibitors is pleased to welcome Phillip Couch as their new Vice President of Food and Beverage. Mr. Couch will officially join Cinemark's management team on January 1, 2014.

"Phillip brings an extensive and unique background of relevant industry experience to Cinemark which identifies him as the perfect executive to lead Cinemark's food and beverage team," states Tim Warner, Cinemark's Chief Executive Officer. "Phillip will be a valuable addition to an already outstanding department. He is coming aboard at a key time, as Cinemark continues to innovate and expand our concessions offerings with enhanced dining menu options, alcoholic beverages at select locations and cafeteria style concession stands."

Mr. Couch has served as a Senior National Account Executive for the Coca-Cola Company since November 2005. Working within Coca-Cola's Strategic Partnership Marketing department, his responsibilities have included managing the Coca-Cola brand portfolio for key accounts, developing and implementing joint concession-marketing promotions, as well as supporting crew incentive initiatives focused on driving revenues. From 1997 – 2005, Phillip served in various sales and account management roles for Coca-Cola Enterprises. His local and regional account management portfolio included mass merchandising, supermarket and sporting goods customers.

Mr. Couch has also served as Coca-Cola's representative with the National Association of Concessionaires (NAC) trade association from 2007 – 2013. He is currently serving a term on the NAC Executive Board.

About Cinemark Holdings, Inc.:

Cinemark is a leading domestic and international motion picture exhibitor, operating 506 theatres with 5,794 screens in 40 U.S. states, Brazil, Mexico, Argentina and 10 other Latin American countries as of September 30, 2013. For more information, go to investors.cinemark.com.

Cinemark Holdings, Inc.
James Meredith, 972-665-1680
Vice President, Marketing & Communications
communications@cinemark.com

Source: Cinemark Holdings, Inc.