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Cinemark Debuts New iPhone App

Now Available for FREE Download at the Apple App Store

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leading motion picture exhibitor, today announced the debut of its new iPhone, iPod Touch and iPad application, now available at the Apple App Store. The simple, user-friendly app enables movie fans to securely purchase Cinemark movie tickets 'on the go' - anyplace and anytime.

Additionally, the new Cinemark app allows users to instantly locate their nearest Cinemark theatre using GPS, search for preferred Cinemark theatre locations and even set up their own "My Cinemark" favorite theatre locations. Extra features include affording Cinemark patrons the ability to check their Cinemark gift card balances and view ticket purchase history.

Movie lovers will enjoy using the app to conveniently watch movie trailers, see film ratings and browse movie synopses including cast information and more. Also, the Cinemark app allows social-networkers the ability to stay connected by sharing showtimes, favorite Cinemark locations and movie information with their friends through e-mail, text, Facebook and Twitter.

"At Cinemark, we're always seeking the best methods for connecting and communicating directly with our customers," states James Meredith, Vice President of Marketing & Communications for Cinemark USA, Inc. "With this new application, movie-goers will have the ultimate in convenience right at their fingertips. This new iPhone app is a must-have for all of Cinemark's fans."

The Cinemark app is available for free download on Apple's App Store or at <http://itunes.apple.com/us/app/cinemark-theatres/id435965836?mt=8>. It is compatible with iPhone, iPod touch and iPad and it requires iOS 4.0 or later.

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 431 theatres with 4,941 screens in 39 U.S. states, Brazil, Mexico and 11 other Latin American countries as of March 31, 2011. For more information go to www.cinemark.com.

Source: Cinemark Holdings, Inc.