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Steve Bunnell To Oversee Global Programming For Cinemark

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), the number one attended motion picture exhibitor in the world that welcomed over 247 million patrons in 2011, announces the promotion of Steve Bunnell to SVP, Global Content Programming. In this new role, Steve will manage film buying and programming efforts for Cinemark's U.S. and Latin American markets. Steve joined Cinemark in 2009 to oversee film buying efforts in the U.S.

"In announcing this change in Steve's position, we are acknowledging the expansion of Cinemark's profile in the industry as a global leader in exhibition," states Tim Warner, Chief Executive Officer. "As our industry embraces digital technologies, satellite delivery and alternative content, it is important that Cinemark has someone with Steve's distribution and exhibition experience to coordinate our efforts and help maximize the utilization of our screens on a worldwide basis."

Long recognized as a pioneer in the theatrical exhibition industry, Cinemark has taken the cinema entertainment experience to the next level. One example of Cinemark's focus on innovation is the creation and implementation of the extremely popular **Cinemark XD: Extreme Digital Cinema** auditorium. Cinemark's XD auditoriums offer a complete entertainment environment featuring wall-to-wall and ceiling-to-floor screens, plush seating and custom JBL sound systems with higher end components and 7.1 capable digital surround sound. The digital images are delivered by a Doremi server and a Barco DLP digital projector. Barco projectors are recognized as the brightest in the industry. The XD auditoriums exhibit the newest movies every week, including 2D and RealD 3D pictures. Cinemark will have over 100 XD auditoriums worldwide by the end of 2012.

Finally, Cinemark continues to expand their domestic and international footprint. Seventeen (17) new theatres are scheduled to open in the near future in the U.S. and Internationally.

About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark Holdings, Inc. is a leader in the motion picture exhibition industry with 456 theatres and 5,152 screens in the U.S. and Latin America as of December 31, 2011. For more information go to www.cinemark.com.

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