

February 7, 2013



Cinemark Announces 'STAR TREK INTO DARKNESS' in 3D Opening Earlier in XD Auditoriums Nationwide

Star Trek Fans Can Enjoy the Highly Anticipated Movie on May 15, Two Days before the National Release

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, announced that on Wednesday, May 15, 2013, for one day only, over 50 Cinemark XD - Extreme Digital Cinema auditoriums will show an advance preview of **STAR TREK INTO DARKNESS** in 3D at 9:00 PM. Tickets are on sale now at Cinemark.com.

"This is one of the big summer blockbusters that customers are really excited about and Cinemark is delighted to offer Star Trek fans a sneak peek at the movie," states James Meredith, VP, Head of Marketing & Communications for Cinemark. "Our XD Auditoriums are the perfect venues to experience this epic sequel."

Cinemark XD is a complete entertainment environment featuring a large wall-to-wall and ceiling-to-floor screen, plush seating and a custom digital surround sound system featuring the latest in sound technology. The digital images are delivered by a Doremi server and a Barco DLP digital projector, which offers the brightest light standards in the industry. The XD Auditorium exhibits the newest movies every week, including 2D and RealD 3D pictures.

STAR TREK INTO DARKNESS is directed by J.J. Abrams and stars Chris Pine, Zachary Quinto, John Cho, Simon Pegg, and Benedict Cumberbatch. The movie is written by Roberto Orci, Alex Kurtzman and Damon Lindelof and produced by Bryan Burk through Bad Robot Productions. Jeffrey Chernov and Skydance Productions' David Ellison, Dana Goldberg and Paul Schwake are executive producers.

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 461 theatres with 5,207 screens in 39 U.S. states, Brazil, Mexico, Argentina and 10 other Latin American countries as of September 30, 2012. For more information go to www.cinemark.com.

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Source: Cinemark Holdings, Inc.