December 12, 2014

Cinemark Announces The Hobbit Movie Marathon

Customers Can Enjoy All Three Hobbit Movies, Back-to-Back, Including 'The Battle of the Five Armies,' Two Days Prior to the US Release

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's leading motion picture exhibitors will present, for one day only, on Monday, December 15, **The Hobbit Movie Marathon**. A $35 admission price will allow fans to see all three Hobbit movies, including a screening of the final chapter in the series ***The Hobbit: The Battle of the Five Armies.*** A special introduction by director Peter Jackson will precede the marathon.

"The Hobbit movies have been an incredible journey into Middle Earth, as seen by visionary director Peter Jackson," states James Meredith, VP, Head of Marketing & Communications for Cinemark USA, Inc. "Cinemark is excited to present the marathon to the legion of Hobbit fans out there, and provide them a chance to see the new film, *That Battle of the Five Armies*, two days prior to its regular run in theatres."

Starting at 1 o'clock PM the Hobbit Marathon will feature:

The Hobbit: An Unexpected Journey	1:00 PM
The Hobbit: The Desolation of Smaug	4:05 PM
The Hobbit: The Battle of the Five Armies	7:00 PM

The marathon will show in all of Cinemark's various formats including High Frame Rate 3D in Cinemark XD: Extreme Digital Cinema, High Frame Rate 3D, RealD 3D, and IMAX 3D. A complete list of the over 280 participating Cinemark locations can be found at Cinemark.com.

As a special keepsake of the marathon, customers will receive a pair of limited edition Hobbit RealD 3D glasses. There will also be discounts for Marathon customers at the concession stand. Tickets for Cinemark's The Hobbit Movie Marathon are on sale now at participating theatres and Cinemark.com.

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 490 theatres with 5,629 screens in 40 U.S. states, Brazil, Argentina and 11 other Latin American countries as of September 30, 2014. For more information go to investors.cinemark.com.

Cinemark Holdings, Inc.
James Meredith, 972-665-1680
jmeredith@cinemark.com

Source: Cinemark Holdings, Inc.