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Cinemark USA Expands Agreement with D-BOX

Adds 20 New Screens in Major US Markets

LONGUEUIL, QUÉBEC and PLANO, TEXAS -- (Marketwired) -- 02/10/15 --

Cinemark Holdings, Inc., a leading U.S. and international motion picture exhibitor ("Cinemark") (NYSE:CNK) and D-BOX Technologies Inc. (TSX:DBO) ("D-BOX"), a leader in innovative motion technology, confirm today that Cinemark has ordered D-BOX motion systems for 20 new screens to be installed in ten locations across the United States, including Baltimore (MD), Cleveland (OH), Los Angeles (CA) and Portland (OR). Upon completion of these installations, which are scheduled to take place over the next 12 months, Cinemark, notwithstanding any future announcements, will have a total of 24 D-BOX screens in the United States in addition to 40 D-BOX screens in Guatemala, Colombia, Peru, Brazil, Ecuador, Costa Rica and Chile.

Commenting the news, Claude Mc Master, President and Chief Executive Officer of D-BOX Technologies declared: "We are very pleased to receive these new purchase orders from Cinemark, which will bring our domestic screen count to more than 170 and more than 365 worldwide. Over the last few years, Cinemark has steadily deployed our systems in key markets and we see these new orders as a true testimonial of our great partnership proving our ability to attract and retain moviegoers looking for a premium immersive experience."

"On the strength of our current deployment in Latin America and the US, it is an easy and natural decision for us to expand our US footprint. D-BOX allows us to offer a unique experience and we believe it acts as a truly differentiating factor in the highly competitive US market added Mr. Tim Warner, Chief Executive Officer of Cinemark.

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.

ABOUT D-BOX

D-BOX Technologies Inc. designs, manufactures and commercializes cutting-edge motion systems intended for the entertainment and industrial markets. This unique and patented technology uses motion effects specifically programmed for each visual content which are sent to a motion system integrated into either a platform, a seat or any other product. The resulting motion is perfectly synchronized with the on-screen action, thus creating an unparalleled realistic immersive experience. D-BOX is a public company whose shares are traded on the Toronto Stock Exchange under the symbol DBO. For more information, please visit www.d-box.com

D-BOX®, D-BOX Motion Code®, LIVE THE ACTION®, MOTION ARCHITECTS® and MOVE THE WORLD™ are trademarks of D-BOX Technologies Inc. Other names are for informational purposes only and may be trademarks of their respective owners.

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