

March 5, 2015



Cinemark Features Luxury Lounger Recliners in Remodeled Theatre in Grand Prairie, TX

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, will reopen its completely remodeled, all-digital **Cinemark Grand Prairie** theatre on Thursday, April 9, 2015. The cinema complex, located at 220 Westchester Parkway, will be the first in the market to offer guests premium seating with Cinemark's Luxury Lounger recliners.

The comprehensive remodel will boast brand new auditoriums, advanced theatre presentation and noticeable improvements to the building. Every auditorium in the **Cinemark Grand Prairie** complex will offer oversized, plush, electric-powered Luxury Lounger recliners with cup holders and footrests.

"Cinemark Grand Prairie will become recognized as the preferred place in the market to enjoy a great moviegoing experience," stated Tim Warner, Cinemark's Chief Executive Officer. "The new Luxury Lounger recliners and state-of-the-art amenities will offer a brand new, comfortable environment for our guests to escape and relax."

Long recognized as a pioneer in the theatrical exhibition industry, Cinemark is taking the cinema entertainment experience to the next level. Soon to be completed **Cinemark Grand Prairie** will offer cutting-edge technology, refreshed amenities and customer preferred options all under one roof. These amenities include:

- Updated finishes inside the auditoriums, lobby and hallways
- Transformed façade and exterior signage
- 4k digital projection powered by Barco projectors; RealD 3D technology
- New lobby and concession area will offer freshly popped popcorn, Coca-Cola fountain beverages, favorite candy brands and a variety of food and beverage options
- Cinemark Luxury Lounger recliners in every auditorium

Moviegoers can download the Cinemark app to view show times and purchase tickets on-the-go. Guests can also utilize CineMode, a feature within the Cinemark app, to earn rewards for being courteous to others during movies. Cinemark fans are invited to stay connected through Cinemark's social media channels: Facebook, Twitter, Instagram and YouTube. Customers can also sign up online to receive free, weekly show time emailers that contain online coupons for discounts at the concession stand and other weekly special offers.

ABOUT CINEMARK HOLDINGS, INC.

Cinemark is a leading domestic and international motion picture exhibitor, operating 495 theatres with 5,676 screens in 40 U.S. states, Brazil, Argentina and 11 other Latin American countries as of December 31, 2014. For more information, go to www.investors.cinemark.com

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

Source: Cinemark Holdings, Inc.