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Cinemark and Coca-Cola Are Bringing ESPN GameDay Experience to Columbus, Ohio

Next Stop on the Cinemark & Coca-Cola CineStage Tour will be Cinemark's Polaris 18 Theatre on August 8 Including a Special Appearance by ESPN College GameDay's David Pollack

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's leading motion picture exhibitors, announced the next appearance of Cinemark's Coca-Cola CineStage will take place in Columbus, Ohio at Cinemark's Rave Polaris 18 and Xtreme multiplex located at 1071 Gemini Place, Columbus, OH (12:30PM-9:00PM ET). After making stops in Los Angeles, Dallas/Ft. Worth and the San Francisco Bay Area, this will be the fourth appearance of this high-profile promotional program that has generated a great deal of excitement among moviegoers the past few months.

The Coca-Cola CineStage is a monthly event designed around a full-day of activities that engages Cinemark's customers by offering them unique opportunities to celebrate some of the things they love the most like movies, music and sports with an on-site #CokeCineStage promotion and surprises. Each month, a different city and Cinemark theatre location is selected. For August, the Coca-Cola CineStage tour will be visiting Cinemark's Rave Polaris 18 location in Columbus, Ohio where guests will have the opportunity to create photos on the Coca-Cola CineStage for a chance to win an ESPN College GameDay VIP experience that includes a trip to an ESPN College GameDay destination, talent meet and greet, backstage tour and access to a VIP viewing area during the show. Additionally, the theatre's event will be hosted by celebrity social influencer and television personality Chelsea Briggs and feature a special guest appearance by ESPN College GameDay's Sports Analyst David Pollack. For more information and details customers can visit www.cinemark.com/cokecinestage.

The August 8 event kicks off a month-long, nationwide concession promotion running at many of Cinemark's theatres across the country, which also provides guests who text in a selfie with their ESPN College GameDay promotional cup available at Cinemark locations another chance to win a VIP ESPN College GameDay experience.

"Cinemark is excited to expand the social experience at our theatres through these interactive CineStage events in collaboration with our partners at Coca-Cola," stated Robert Cople, Cinemark's President and COO. "This special ESPN College GameDay event will launch our promotional cup and enable our guests to share in the excitement as they prepare to cheer for their favorite college teams this upcoming season."

Cinemark takes pride in creating the best entertainment experience in the industry. In order to make moviegoing as easy and enjoyable as possible, Cinemark focuses on offering more choices to their customers. 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 497 theatres with 5,687 screens in 41 U.S. states, Brazil, Argentina and 11 other Latin American countries as of March 31, 2015. For more information go to investors.cinemark.com.

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