

December 14, 2016



Cinemark Announces Grand Opening of New 8-Screen Theatre with Luxury Lounger Recliners and XD Auditorium in West Dundee, IL

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](http://www.cinemark.com) (NYSE: CNK), a leader in the motion picture exhibition industry, will open a new 8-screen theatre in West Dundee, Illinois on Thursday, December 15, 2016. Located at the redeveloped Spring Hill Mall, 2000 Spring Hill Mall Road, the new Cinemark theatre will offer guests Luxury Lounger electric recliners, large wall-to-wall screens, enhanced sound systems and digital presentation in all auditoriums. Additional offerings include a Cinemark XD auditorium and a Cinema Café.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20161214005106/en/>

Cinemark announces Grand Opening of Cinemark Spring Hill Mall and XD Theatre with luxury lounge recliners. (Photo: Business Wire)

"We look forward to launching a new, state-of-the-art Cinemark theatre in

the Spring Hill Mall location," stated Mark Zoradi, Cinemark's Chief Executive Officer. "With amenities like our Cinemark XD auditorium, enhanced concessions and Luxury Lounger seating, I can think of no better place to enjoy the new blockbuster movie *Rogue One: A Star Wars Story* on December 15."

Rogue One: A Star Wars Story, the highly-anticipated epic adventure, will be one of the many movie titles showing at the theatre on opening weekend. Other new films coming to the theatre this holiday season include *Collateral Beauty*, *Assassin's Creed*, *Passengers*, *Sing*, *Hidden Figures* and *Patriots Day*.

At the new Cinemark Spring Hill Mall and XD Theatre, guests will experience cutting-edge technology and customer-preferred amenities including:

- Cinemark's Luxury Loungers - electric-powered, plush, oversized recliners with footrests
- A state-of-the-art viewing environment with wall-to-wall screens and enhanced sound systems in all auditoriums
- A Cinemark XD auditorium - the number one, private label Premium Large Format (PLF) in the world
- 4K digital projection powered by Barco projectors; RealD 3D capability in several auditoriums
- A Cinema Café featuring chicken tenders with wedge fries, pizzas and an assortment

of Starbucks beverages, in addition to the traditional full-service concession stand

- Online and kiosk ticketing available, including reserved seating

The Cinemark Spring Hill Mall and XD Theatre has a variety of Grand Opening activities planned including:

- An official “Ticket Tearing” ceremony at 5:00 PM on December 14 with special guests Village of Dundee President Christopher Nelson and President Ed Ritter of the Village of Carpentersville.
- Special invitation-only events and screenings December 13 and 14, hosted by local media, the Northern Kane County Chamber of Commerce and the Spring Hill Mall.
- Swag bag giveaways for the first 50 people each day who purchase a ticket at the theatre on December 15 through December 18. These giveaways are limited and are on a first-come, first-served basis.
- Radio remotes and live broadcasts with chances to win free movies-for-a-year in Cinemark’s Coupon Cube.

Details on specific Grand Opening events can be found at www.cinemark.com/cinemark-spring-hill-mall-and-xd.

Join Cinemark conversations online at Facebook, Twitter (@Cinemark or #CinemarkSpringHillMall) and Instagram (@Cinemark or #CinemarkSpringHillMall).

ABOUT CINEMARK HOLDINGS, INC.:

Cinemark is a leading domestic and international motion picture exhibitor, operating 522 theatres with 5,865 screens in 41 U.S. states, Brazil, Argentina and 13 other Latin American countries as of September 30, 2016. For more information, go to investors.cinemark.com.

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20161214005106/en/>

Cinemark USA, Inc.

James Meredith, 972-665-1680

communications@cinemark.com

or

Frank Gonzales, 972-665-1043

Marketing Manager

fgonzales@cinemark.com

Source: Cinemark Holdings, Inc.