

October 31, 2019



Cinemark Widens Footprint in South Dakota with Third Movie Theatre

With new deal in place, the 12-screen state-of-the-art multiplex will open at the Gateway at Rapid City in 2021

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](https://www.businesswire.com/news/home/20191031005877/en/) (NYSE: CNK), one of the world's largest and most influential movie theatre companies, in partnership with Foursquare Properties today announced that it will build a state-of-the-art, modern-style, 12-screen theatre in the Gateway at Rapid City Center. As part of the development located just off Interstate 90, the new Cinemark South Dakota location is scheduled to open in the spring of 2021. This will be Cinemark's third theatre in South Dakota, in addition to the Century Stadium 14 and XD and Century East in Sioux Falls.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20191031005877/en/>

A brand-new, modern 12-screen Cinemark Theatre will be an entertainment anchor in The Gateway at Rapid City. Construction begins summer of 2020 with the opening scheduled for spring 2021. (Photo: Business Wire)

All 12 auditoriums will have reserved seating and will feature Cinemark's

Luxury Loungers, which are plush, oversize, heat-controlled reclining seats. The multiplex will also feature an XD auditorium with an immersive wall-to-wall screen and enhanced sound system.

"We are excited to expand our offerings in South Dakota to provide even more guests with an innovative moviegoing experience featuring our immersive technology and customer-preferred amenities," said Mark Zoradi, Cinemark CEO. "Our brand-new Cinemark theatre will be the latest entertainment anchor to the Gateway Development at Rapid City."

This 43-acre project serves as the perfect regional destination for all ages and will provide additional food and beverage, entertainment and lifestyle offerings.

"Cinemark will be a great additional anchor to Gateway at Rapid City and will be the catalyst to additional entertainment and tourist-friendly hospitality venues including restaurants, family entertainment uses, and recreational draws," said Margaret Hyatt, Foursquare Properties Project Manager. "Foursquare Properties is excited to be partnering again with this fantastic organization."

At the Cinemark Rapid City and XD theatre, guests will experience cutting-edge technology and enhanced amenities, including:

- A Cinemark XD auditorium with premium sight and sound technology to further immerse audiences in the on-screen action;
- Cinemark Luxury Loungers – electric-powered, plush, oversize recliners with footrests,

- cup holders and heat-controlled seats;
- Reserved seating with online, kiosk and mobile app ticketing capabilities;
- A modern viewing environment with wall-to-wall screens and enhanced sound systems in all auditoriums;
- 4K digital projection powered by Barco projectors and RealD 3D capabilities in several auditoriums;
- A welcoming lobby, complete with a full-service, traditional concession stand filled with favorite offerings like popcorn, Coca-Cola beverages, must-have candy brands and enhanced food offerings including Pizza Hut;
- A reservable party room available for birthday parties and additional celebrations, and;
- Special pricing for Discount Tuesdays and Cinemark Movie Rewards members.

To learn more about construction progress, visit [Foursquare Properties](#). Stay connected with Cinemark at [cinemark.com](#) and through Cinemark's social media channels at [Facebook](#), [Twitter](#) and [Instagram](#) (@Cinemark or #Cinemark).

About Cinemark Holdings, Inc.:

Headquartered in Plano, TX, Cinemark (NYSE: CNK), one of the world's largest and most influential movie theatre companies, operates in 549 theatres with 6,086 screens in 41 states domestically, Brazil, Argentina and 13 other Latin American countries. In addition to the company's flagship theatre, Cinemark also manages Century Theatres, Tinseltown USA, CinéArts and Rave Cinemas. From ticket purchase to end credits, Cinemark is dedicated to providing an extraordinary guest experience and prides itself on always looking to create innovative food and beverage options and finding sustainable solutions for its theatres. Cinemark is the home to the first-to-market, exhibitor-led subscription program, Cinemark Movie Club, and the proprietary XD screen technology. For more information go to [investors.cinemark.com](#).

About Foursquare Properties:

Founded in 1974, Foursquare Properties is a privately-owned real estate development company based in Carlsbad, California. Over the years, Foursquare Properties has developed over 4 million square feet of commercial developments, 9,000 single- and multi-family homes, and currently manages more than 2 million square feet of commercial space. Foursquare Properties approaches each new project with creativity, ingenuity and the experience gained from 45 years of excellence. In everything we do, we place the utmost importance on maintaining strong relationships with our investors, partners, tenants, and communities. We are enthusiastic, passionate and dedicated to building great properties with the goal of remaining a long-term asset holder.

About Gateway at Rapid City:

Gateway at Rapid City is a 43-acre development anchored by an 80,000 square foot Cabela's. It is located just off Interstate 90, the main highway that runs through South Dakota, connecting Rapid City to Wyoming and Minnesota. The Gateway will be a destination for many travelers and an attraction for residents, both near and far, offering entertainment and tourist friendly hospitality venues including restaurants, family entertainment, and recreational uses. With the capacity for approximately 500,000 square feet of retail and commercial space, Gateway at Rapid City will be a prominent icon for

Rapid City, and all of South Dakota.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20191031005877/en/>

Cinemark Theatres

Lanay Fournier-Stokes, 972-665-1680

pr@cinemark.com

Foursquare Properties

Margaret Hyatt, 760-497-4021

mhyatt@hyattlaw.com

Source: Cinemark Holdings, Inc.