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Cinemark Launches Three New XD Large Format Digital Auditoriums in Austin, El Paso and Las Vegas

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leading motion picture exhibitor, today announced that three new Cinemark XD auditoriums, the company's new large format digital solution, are scheduled to open in Austin, TX, El Paso, TX and Las Vegas, NV. The Cinemark XD auditoriums located at the Tinseltown 20 theatre in Pflugerville (Austin area) and the Tinseltown USA theatre in El Paso will open Wednesday, October 28th. The third auditorium will open at the Century 16 South Point theatre in Las Vegas on Friday, October 30th. All three Cinemark XD auditoriums will exhibit the highly anticipated movie Michael Jackson's "THIS IS IT."

Cinemark has transformed one auditorium at each location so that guests can experience cinema like never before. The new auditoriums offer a complete entertainment environment. Once customers enter, they are greeted by large, wall-to-wall & ceiling-to-floor screens, with plush, comfortable seats and completely redesigned viewing environments. As guests settle in for the show, they are treated to custom JBL sound systems that contain over 30 speakers that produce crisp, clear digital sound. The digital images are delivered by Barco digital projectors with a light output of 30,000 lumens.

"We are very excited to introduce these new Cinemark XD, Extreme Digital Cinema auditoriums to our valued customers in Austin, El Paso, and Las Vegas," comments Alan Stock, Cinemark's Chief Executive Officer. "The Cinemark XD environment engages all of your senses and pulls you into the movie. We exhibit the newest movies every week in these auditoriums, including Real D-3D pictures."

Customers can check showtime information and purchase tickets for all Cinemark XD auditoriums online at www.cinemark.com. The Cinemark Tinseltown 20 theatre is located at 15436 F.M. 1825 at IH-35 in Pflugerville, TX. The Cinemark Tinseltown USA theatre is located at 11855 Gateway West in El Paso, TX. The Century 16 South Point is located at 9777 South Las Vegas Blvd., Las Vegas, NV in the South Point Hotel Casino.

About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark Holdings, Inc. is the second largest motion picture exhibitor in the world in terms of both attendance and the number of screens in operation. As of June 30, 2009, Cinemark operates 424 theatres and 4,889 screens in 39 states in the United States and one Canadian province and internationally in 13 countries, including Brazil, Mexico, Chile, Colombia, Argentina, Ecuador, Peru, Honduras, El Salvador, Nicaragua, Costa Rica, Panama and Guatemala. For more information go to www.cinemark.com.

Source: Cinemark Holdings, Inc.