

November 20, 2009



Cinemark Launches Five New XD Auditoriums In Union City, Tucson, Albuquerque, Daly City and Hanover

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leading motion picture exhibitor, today announced the opening of five new Cinemark XD, Extreme Digital Cinema auditoriums in Union City, CA; Tucson, AZ; Albuquerque, NM; Daly City, CA; and Hanover, MD. These new Cinemark XD auditoriums located at the Century 25 Union Landing (San Francisco Bay Area), Century Park Place Mall 20 in Tucson, Century Rio 24 in Albuquerque, Century 20 Daly City (San Francisco Bay Area), and the Cinemark Egyptian 24 in Hanover are exhibiting the highly anticipated movie *The Twilight Saga: New Moon*.

Cinemark has transformed one auditorium at each location so that guests can experience cinema like never before. The new auditoriums offer complete entertainment environments featuring large, wall-to-wall & ceiling-to-floor screens, plush seating and completely redesigned viewing environments. In addition, they feature custom JBL Sound Systems that contain over 30 speakers that produce crisp, clear digital sound, and digital images delivered by the use of Doremi servers and Barco digital projectors with a light output of 30,000 lumens.

"These Cinemark XD, Extreme Digital Cinema auditoriums engage all of your senses and pull you into the movie," comments Alan Stock, Cinemark's Chief Executive Officer. "We have now opened fourteen XD auditoriums and plan to add one more before the end of the year. We show the newest & biggest movies every week in these auditoriums including 2D and Real D-3D pictures."

Customers can check showtime information and purchase tickets for the Cinemark XD auditoriums online at www.cinemark.com. The Century 25 Union Landing is located at 32100 Union Landing in Union City, CA. The Century Park Place Mall 20 is located at 5870 East Broadway Blvd. in Tucson, AZ. The Century Rio 24 is located at 4901 Pan American Freeway Northeast in Albuquerque, NM. The Century 20 Daly City is located at 1901 Junipero Serra Blvd. in Daly City, CA. The Cinemark Egyptian 24 is located at 7000 Arundel Mills Circle in Hanover, MD.

Cinemark has recently opened new Cinemark XD auditoriums in Evanston (Chicago), IL; Anchorage, AK; San Francisco, CA; Pflugerville (Austin), TX; El Paso, TX; Las Vegas, NV; Pittsburgh, PA; Salt Lake City, UT and Plano (Dallas), TX. An additional screen is planned to open in the coming weeks in The Woodlands (Houston), TX.

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 September 30, 2009, Cinemark operates 426 theatres and 4,908 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.