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## **Cinemark Launches Five New XD Auditoriums in Colorado Springs, Moosic, Jacksonville, Valley View and Des Moines**

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leading motion picture exhibitor, announced the opening of five new Cinemark XD, Extreme Digital Cinema auditoriums in Colorado Springs, CO; Moosic, PA; Jacksonville, FL; Valley View, OH; and Des Moines, IA. The Colorado and Pennsylvania locations opened on February 26<sup>th</sup>. The remaining three locations will open on March 5<sup>th</sup> in time for Alice in Wonderland 3D.

"The Cinemark XD auditoriums have become very popular with our customers across the nation and now we have the ability to share this new experience with our valued guests in five more cities," comments Alan Stock, Cinemark's Chief Executive Officer. "Each week we will show the newest and biggest 2D and Real D-3D movies in our Cinemark XD auditoriums."

Cinemark has transformed one auditorium at the Tinseltown 20 theatre in Colorado Springs , the Cinemark 20 in Moosic, the Tinseltown 20 in Jacksonville, the Cinemark 24 in Valley View (Cleveland area), and the Century 20 Jordan Creek in West Des Moines into a cinema experience unlike any other. The new auditoriums feature large, wall-to-wall & ceiling-to-floor silver screens, plush seating, custom JBL sound systems featuring crisp, clear digital sound, and digital images delivered by Doremi servers and Barco digital projectors.

Customers can check showtime information and purchase tickets for the Cinemark XD auditoriums online at [www.cinemark.com](http://www.cinemark.com). The Tinseltown 20 theatre is located at 1545 East Cheyenne Mountain Blvd. in Colorado Springs, CO. The Cinemark 20 is located at 40 Glenmaura National Blvd. in Moosic, PA. The Tinseltown 20 in Jacksonville, FL is located at 4535 Southside Blvd. The Cinemark 20 in Valley View, OH is located at 6001 Canal Road. The Century 20 Jordan Creek is located at 101 Jordan Creek Parkway in West Des Moines, IA.

In 2009, Cinemark opened 15 new Cinemark XD auditoriums in Anchorage, AK; Tucson, AZ; Daly City, CA; San Francisco, CA; Union City, CA; Evanston (Chicago), IL; Hanover, MD; Albuquerque, NM; Las Vegas, NV; Pittsburgh, PA; Salt Lake City, UT; El Paso, TX; Plano (Dallas), TX; Pflugerville (Austin), TX; and The Woodlands, TX.

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 424 theatres with 4,896 screens in 39 U.S. states, one Canadian province, Brazil, Mexico and 11 other Latin American countries as of December 31, 2009. For more information go to [www.cinemark.com](http://www.cinemark.com).

Source: Cinemark Holdings, Inc.