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Cinemark Unveils New NextGen Cinema Concept

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leading motion picture exhibitor, today announced their first Cinemark NextGen cinema, the Company's new high-tech movie theatre design concept, will open in Frisco, TX (a suburb of Dallas) in December, 2010.

Long recognized as a pioneer in the theatrical exhibition industry, Cinemark is taking the cinema entertainment experience to the next level. The Cinemark NextGen cinema will offer the newest technology, cutting edge amenities and customer-preferred options all under one roof. Every auditorium in the Cinemark Frisco Square complex will offer a state-of-the-art viewing environment with wall-to-wall, ceiling-to-floor screens, Barco DLP projectors, Real D-3D versatility and custom JBL sound systems. Additionally, the Cinemark NextGen complex will boast the extremely popular Cinemark XD: Extreme Digital Cinema auditorium. Finally, the lobby will be designed around one of Cinemark's innovative self-serve concession stands.

"At Cinemark, our main focus is to create the best movie-going experience possible for our customers," comments Alan Stock, Cinemark's Chief Executive Officer. "The new Cinemark NextGen theatres represent the next generation in cinema. We have designed an entertainment environment that offers technologically advanced amenities and a movie-watching experience that simply cannot be duplicated."

Cinemark plans to launch a select number of Cinemark NextGen theatres each year. These complexes will always offer the latest amenities and become recognized as the next level in movie theatre construction and design.

Customers will be able to check showtime information and purchase tickets for the Cinemark NextGen theatre located in Frisco, TX and any future NextGen theatres online at www.cinemark.com.

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 425 theatres with 4,907 screens in 39 U.S. states, one Canadian province, Brazil, Mexico and 11 other Latin American countries as of June 30, 2010. For more information go to www.cinemark.com.

Source: Cinemark Holdings, Inc.