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Cinemark Announces Annual Academy Awards Program

Customers Can Enjoy 5 Movies Nominated for "Best Picture" & "Best Director" Back-to-Back

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leading motion picture exhibitor, announced that a special one day festival showcasing five movies nominated for both "Best Picture" and "Best Director" will take place in 25 Cinemark, Century and CineArts Theatres across the country on Saturday, February 26th, 2011. The festival will give customers a chance to see all five Academy Award nominated films for one low price of \$25. The movies will be presented consecutively in one auditorium. Tickets are available now online at www.cinemark.com.

The order and start times of the films are:

- Social Network 12:45
- The Fighter 3:05
- True Grit 5:20
- King's Speech 7:30
- Black Swan 9:45

"Moviegoers look forward to the awards season and enjoy seeing the nominated films before the big night," states Cinemark's Vice President of Marketing and Communications, James Meredith. "The Best Picture & Best Director Festival is a great way to see five of 2010's top movies that have been nominated by the Academy of Motion Picture Arts & Sciences for both the 'Best Picture' and 'Best Director' categories in one place, on the same day."

A list of the theatres that are participating in the festival can be found at the Cinemark web site, www.cinemark.com. In addition, a downloadable scorecard is available online for movie-lovers to print off and keep track of all the winners at the 83rd Annual Academy Awards presentation.

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 428 theatres with 4,938 screens in 39 U.S. states, Brazil, Mexico and 11 other Latin American countries as of September 30, 2010. For more information go to www.cinemark.com.

Source: Cinemark Holdings, Inc.