CINEMARK®

7-Eleven(R) Partners with Cinemark to Bring Slurpee Drinks to Movie-Goers

DALLAS--(BUSINESS WIRE)-- 7-Eleven, Inc. and Cinemark Holdings, Inc. (NYSE: CNK) are partnering to bring Slurpee(R) drinks to the movies, offering the convenience retailer's iconic beverage at 32 select Cinemark theatres in Dallas, Houston and Portland.

Starting this week, movie-goers at participating Cinemark theatres can pour themselves a frozen Slurpee drink before settling in for the show. This marks the first time Slurpee beverages have been sold at outlets other than a 7-Eleven(R) store with the exception of a test at a Dallas sports arena.

The move by the two Dallas-based companies brings Slurpee drinks to the movie-viewing public. Cinemark theatres will have three flavors provided by the Coca-Cola Company, in both crew-serve and self-serve settings.

Slurpee enthusiasts can now participate in the Slurpee Rewards program when they buy the drink at either 7-Eleven stores or Cinemark and get points for buying a Slurpee, which they can redeem for special rewards on Slurpee.com, including movie passes from Cinemark.

For years, 7-Eleven, Inc. has brought the movies, particularly major summer releases, into its stores with 3D images on Slurpee(R) and Big Gulp(R) cups, movie action-figure straws, exclusive products, and special offers and displays.

"Our research and past promotional successes show that movie fans love Slurpees, and Slurpee fans love movies," said Jesus Delgado-Jenkins, 7-Eleven senior vice president of merchandising, logistics and marketing. "Our partnership with Cinemark gives us the opportunity to reach even more Slurpee fans by bringing the drink to them. The only thing better than watching the latest hit movie - especially for Slurpee-lovers - is watching it while sipping on a Slurpee drink."

"At Cinemark, our main focus is to create the best movie-going environment possible for our customers," said Bob Shimmin, Cinemark's vice president of food and beverage. "We believe that offering the finest food and beverage options actually enhances the entertainment experience. Teaming up with 7-Eleven on this initiative will enable our customers to enjoy ice-cold Slurpee drinks while watching the hottest blockbuster movies in our theatres this summer."

7-Eleven has locations in Dallas and Portland; it does not have stores in Houston. Delgado-Jenkins said he thinks the new venue will attract new customers to visit 7-Eleven stores. Offering Slurpee drinks in an area without 7-Eleven stores provides a taste of the retailer to people who wouldn't be able to enjoy the drink otherwise.

About 7-Eleven, Inc.

7-Eleven, Inc. is the premier name and largest chain in the convenience retailing industry.

Based in Dallas, Texas, 7-Eleven operates, franchises or licenses more than 8,600 7-Eleven(R) stores in North America. Globally, there are approximately 41,400 7-Eleven stores in 16 countries. During 2010, 7-Eleven stores worldwide generated total sales close to $63 billion. 7-Eleven has been honored by a number of companies and organizations recently. Accolades include: #2 on Forbes magazine's 2011 list of Top Franchises for the Money; #4 spot on Entrepreneur magazine's Franchise 500 list for 2009, #3 in Forbes magazine's Top 20 Franchises to Start, and #2 in Franchise Times Top 200 Franchise Companies. Hispanic Magazine named 7-Eleven in its Hispanic Corporate Top 100 Companies that provide the most opportunities to Hispanics. 7-Eleven received the 2010 Retailer of the Year honor from PL Buyer because of the company's private-label brand initiative. 7-Eleven is franchising its stores in the U.S. and expanding through organic growth, acquisitions and its Business Conversion Program. Find out more online at www.7-Eleven.com.

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 431 theatres with 4,941 screens in 39 U.S. states, Brazil, Mexico and 11 other Latin American countries as of March 31, 2011. For more information go to www.cinemark.com.

Source: Cinemark Holdings, Inc.