

August 9, 2011



Cinemark USA, Inc. Announces Commencement of Exchange Offer

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK) announced today that its wholly-owned subsidiary Cinemark USA, Inc. (the "Company"), pursuant to its Registration Statement on Form S-4 (the "Registration Statement") that was declared effective on August 4, 2011 by the Securities and Exchange Commission, commenced an exchange offer to all holders of \$200,000,000 principal amount of its 7.375% Senior Subordinated Notes due 2021 (the "Initial Notes") to exchange their privately held Initial Notes for new publicly registered 7.375% Senior Subordinated Notes due 2021 (the "Exchange Notes"). The Exchange Notes are substantially identical to the Initial Notes except that the Exchange Notes will be freely tradable by persons who are not affiliated with the Company and will not contain terms relating to registration rights.

The exchange offer and withdrawal rights will expire at midnight, New York City time, on September 7, 2011, unless extended by the Company in its sole discretion. The exchange offer is being made only by means of a prospectus, a copy of which may be obtained upon request by holders of the Initial Notes from Wells Fargo Bank, National Association, Attn: Bondholder Communications, 608 2nd Avenue South, Minneapolis, Minnesota 55402, Telephone: (800) 344-5128.

The Registration Statement (including the prospectus) is on file with the Securities and Exchange Commission and a copy of the Registration Statement (including the prospectus) is also available on the Securities and Exchange Commission's website at www.sec.gov.

This notice shall not constitute an offer to sell or the solicitation of an offer to buy nor shall there be any sale of these securities in any state in which such offer, solicitation or sale would be unlawful prior to the registration or qualification under the securities laws of any such state.

Forward-looking Statements

This press release includes "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The "forward-looking statements" include our current expectations, assumptions, estimates and projections about our business and our industry. They include statements relating to future revenues, expenses and profitability, the future development and expected growth of our business, projected capital expenditures, attendance at movies generally or in any of the markets in which we operate, the number or diversity of popular movies released and our ability to successfully license and exhibit popular films, national and international growth in our industry, competition from other exhibitors and alternative forms of entertainment and determinations in lawsuits in which we are defendants. You can identify forward-looking statements by the use of words such as "may," "should," "could," "estimates," "predicts," "potential," "continue," "anticipates," "believes," "plans," "expects," "future" and "intends" and similar expressions which are intended to identify forward-looking

statements. These statements are not guarantees of future performance and are subject to risks, uncertainties and other factors, some of which are beyond our control and difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements. Forward-looking statements contained in this press release reflect our view only as of the date of this press release. We undertake no obligation, other than as required by law, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

About Cinemark Holdings, Inc.

Cinemark Holdings, Inc. is a leading domestic and international motion picture exhibitor, operating 436 theatres with 4,983 screens in 39 U.S. states, Brazil, Mexico and 11 other Latin American countries as of June 30, 2011. For more information go to www.cinemark.com.

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