

Cinemark Completes DCIP Digital Projection Rollout

Over 3,400 Digital Cinema Systems Deployed in Only 18 Months

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the leading motion picture exhibitors in the world, celebrates another milestone with the completion of their DCIP digital cinema conversion project. Over 3,400 auditoriums in 251 first run domestic theatres have been converted from 35mm to digital projectors.

Long recognized as a pioneer in the theatrical exhibition industry, Cinemark leads their competition with the implementation of many cutting edge amenities. Becoming 100% digital benefits the company in several ways:

- **3D Technology:** Due to the conversion, over 50% of Cinemark's domestic screens are now RealD 3D capable. Cinemark's projectors offer the biggest and brightest 2D and 3D images on the market, capable of six foot Lamberts on 3D presentations which exceeds industry standards.
- **Cinemark XD:** The Company's extremely popular premium large format experience has been identified by customers around the nation as the best environment to enjoy a movie. The XD auditorium is always the largest in the theatre complex and features a wall-to-wall and ceiling-to-floor screen, plush seating and a custom JBL sound system with higher end components and 7.1 capable digital surround sound. The digital images are delivered by a Doremi server and a Barco DLP digital projector. The XD auditorium always exhibits the newest movies every week, including 2D and RealD 3D pictures.
- **Cinemark NextGen:** Digital technology was also the catalyst for the creation of Cinemark's new *NextGen* cinema concept. New theatre complexes branded Cinemark *NextGen* take the entertainment experience to the next level by offering the newest technology, cutting edge amenities and customer-preferred options all in one building, under one roof. All the auditoriums boast wall-to-wall, ceiling-to-floor screens, 100% digital projection and enhanced sound systems equipped with higher quality speakers and 7.1 capable digital surround sound.

"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. "Becoming 100% digital in our first run domestic theatres enables Cinemark to offer an entertainment environment that provides our customers with a viewing experience that simply cannot be duplicated. Accomplishing this complete conversion in only 18 months would not have been possible without the cooperation, planning and coordination of all departments."

"We continually focus on offering our customers the best technology solutions available, which enables us to deliver a premium digital entertainment experience," states Damian Wardle, Vice President of Worldwide Theatre Technology & Presentation. "I would like to

acknowledge our partners RealD, MIT, Doremi, Texas Instruments DLP Cinema and Barco.”

Cinemark is actively engaged in discussions with their international distribution partners to rollout digital cinema in their theatres located outside the US, as well.

About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark Holdings, Inc. is a leader in the motion picture exhibition industry with 448 theatres and 5,096 screens in the U.S. and Latin America as of September 30, 2011. For more information go to <http://www.cinemark.com>.

Cinemark Holdings, Inc.
James Meredith, 972-665-1060
VP, Marketing & Communications
jmeredith@cinemark.com

Source: Cinemark Holdings, Inc.