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Cinemark Announces 2012 Academy Awards Festival

Customers Can Enjoy a Weekend of Oscar Nominated Shorts and Feature Films Nominated for "Best Picture" & "Best Director"

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leading motion picture exhibitor, announced that the annual Academy Awards Festival will be increased to two days this year. On Friday, February 24th, customers will have the opportunity to see all ten Oscar nominated Live Action and Animated Shorts for \$10. On Saturday, February 25th, customers can see all five movies nominated for both "Best Picture" and "Best Director" for \$20. Each day, the movies will be presented consecutively in one auditorium. A full list of participating theatres and advanced tickets are available now online at www.cinemark.com.

"Our Academy Awards program resonates extremely well with our customers who are eager to see their favorite Oscar nominated movies right before the awards ceremony on Sunday night," states James Meredith, VP, Marketing & Communications for Cinemark USA, Inc. "This year promises to be even more exciting, as we've added a day that will be devoted to the Oscar nominated Live Action and Animated Shorts, which are usually not readily available to our customers."

The order and start times of the 2012 Academy Awards Festival are:

Friday, February 24th: Animated and Live Action Shorts – 12:30 pm, 4:15 pm & 8:00 pm

The Nominated shorts in order of presentation are:

Animated:

Dimanche/Sunday (Patrick Doyon)

A Morning Stroll (Grant Orchard and Sue Goffe)

Wild Life (Amanda Forbis and Wendy Tilby)

The Fantastic Flying Books of Mr. Morris Lessmore
(William Joyce and Brandon Oldenburg)

La Luna (Enrico Casarosa)

Live Action:

Pentecost (Peter McDonald and Eimear O'Kane)

Raju (Max Zähle and Stefan Gieren)

The Shore (Terry George and Oorlagh George)

Time Freak (Andrew Bowler and Gigi Causey)

Tuba Atlantic (Hallvar Witzø)

Saturday, February 25th:

Tree of Life (Directed by Terrence Malick) 12:15 pm

Midnight In Paris (Directed by Woody Allen) 3:00 pm

Hugo – 3D (Directed by Martin Scorsese) 5:00 pm

The Artist (Directed by Michel Hazanavicius) 7:30 pm

The Descendants (Directed by Alexander Payne) 9:45 pm

As a special keepsake, customers who purchase a ticket for Saturday, February 25th, the day that showcases the five movies nominated for "Best Picture" & "Best Director," will receive a commemorative lanyard for the 2012 Academy Awards Festival, while supplies last. In addition, a downloadable scorecard is available online at www.cinemark.com for

movie-lovers to print off and keep track of all the winners at the 84th Annual Academy Awards presentation on Sunday, February 26th in Los Angeles.

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>.

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Source: Cinemark Holdings, Inc.