

June 7, 2012



Cinemark Announces Opening of New 14-Screen All-Digital Movie Theatre in Fort Worth, TX

New Multiplex Features Cinemark's NextGen Cinema Design Concept and an XD Auditorium

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, will open a new 14-screen, all-digital movie theatre featuring the new Cinemark NextGen cinema design concept in north Fort Worth on Friday, June 8, 2012. The Cinemark Alliance Town Center and XD located at 9228 Sage Meadow Trail, Fort Worth, TX 76177 will showcase large, wall-to-wall and floor-to-ceiling screens, enhanced sound systems, and digital presentation in every auditorium. The theatre will feature a **Cinemark XD: *Extreme Digital Cinema*** auditorium, and seven of the auditoriums will be RealD 3D capable.

"We are pleased to open a new Cinemark theatre for the Fort Worth community to enjoy. Cinemark has 19 complexes in the DFW area and the Alliance Town Center theatre will be the perfect addition," states Tim Warner, Cinemark's Chief Executive Officer. "Our new high-tech theatre featuring NextGen auditoriums offers the perfect environment for enjoying some of Hollywood's most anticipated summer blockbusters like *Prometheus*, *Madagascar 3*, *The Amazing Spider-Man*, *The Dark Knight Rises*, *Ice Age: Continental Drift* and Disney's new Pixar movie *Brave*."

Long recognized as a pioneer in the theatrical exhibition industry, Cinemark is taking the cinema entertainment experience to the next level. The new Cinemark NextGen theatre will offer the latest technology, cutting edge amenities and customer-preferred options all under one roof. All of the auditoriums will offer a state-of-the-art viewing environment with wall-to-wall screens, 100% digital projection and enhanced sound systems equipped with higher quality speakers and 7.1 capable digital surround sound. Additionally, all 14 auditoriums will feature stadium seating, and plush, high-backed, rocker-style seats with flip-up cup holder armrests. In addition to online and kiosk ticketing, this theatre will feature a birthday party room. The convenient self-service concession stand will provide freshly-popped popcorn, Coca-Cola fountain beverages and favorite candy brands.

Cinemark takes pride in creating the best entertainment experience in the industry. In order to make movie-going as easy and enjoyable as possible, Cinemark focuses on offering more choices to their customers. For example, the new theatre will feature online "Print at Home" ticketing, available at www.cinemark.com, which will make it easy for patrons to purchase tickets in advance from the comfort of their home or office. Customers will be able to bypass lines at the box office and go directly to a kiosk in the theatre lobby. Also, guests can download and purchase tickets through Cinemark's mobile applications that are available for iPhone and Android phones. Finally, to stay connected, customers can sign up online to receive free, weekly showtime emailers that contain online coupons for discounts at the

concession stand and other weekly special offers.

Several grand opening activities and offers are planned, including 96.3 KSCS – FM broadcasting onsite live from 12 – 1 p.m. on June 8 with special prizes like tickets to the IRL races at Texas Motor Speedway and the Kenny Chesney/Tim McGraw concert. On June 9, i93 - FM will be broadcasting onsite live from 6 - 8 p.m. For both Friday and Saturday of opening weekend, the first 70 customers each day who purchase a ticket at the box office will receive a movie swag bag filled with Cinemark logoed items and movie giveaways. Further details of these offers and a complete listing of grand opening events, advance ticket purchases and showtime information can be found at www.cinemark.com.

About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark Holdings, Inc. Cinemark is a leader in the motion picture exhibition industry with 459 theatres with 5,181 screens in 39 U.S. states, Brazil, Mexico, Argentina, and 10 other Latin American countries as of March 31, 2012. For more information go to www.cinemark.com.

Cinemark Holdings, Inc.
James Meredith, 972-665-1060
VP, Marketing & Communications

Source: Cinemark Holdings, Inc.