

December 10, 2012



Cinemark & National CineMedia (NCM) to Broadcast the 12-12-12 Concert Benefitting Victims of Hurricane Sandy in Theatres across the Country

All proceeds from ticket sales will go to help the victims hardest hit by the storm through the Robin Hood Relief Fund

PLANO, Texas & CENTENNIAL, Colo.--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), the world's highest attended motion picture exhibitor, is pleased to announce that they, with the help from their partners at National CineMedia (NCM), will broadcast the 12-12-12 Concert in over 200 Cinemark, Century and Tinseltown theatres across the U.S. The presentation will be projected live on December 12, starting at 7:30pm eastern standard time. The admission price will be equal to that of a child's ticket price in each theatre and all proceeds from ticket sales will be donated to the victims of Hurricane Sandy.

"The 12-12-12 Concert is a great cause," states Tim Warner, president and chief executive officer of Cinemark Holdings, Inc. "Cinemark is honored to be partnering with NCM in the broadcasting of this special concert event in our theatres. We will be donating the proceeds from ticket sales to assist families and individuals living in the regions that were impacted by this terrible storm."

"We are privileged to be able to use our Digital Broadcast Network to help bring this remarkable concert event live to audiences in movie theatres across the country," said Kurt Hall, chairman and CEO of National CineMedia. "Music is a wonderful way to bring people together, and I hope people fill the theatres to support those affected by Superstorm Sandy."

A full list of participating Cinemark locations and ticket purchasing information for the event can be found at www.cinemark.com.

Information about the 12-12-12 Concert:

The 12-12-12 Concert to benefit the victims of Hurricane Sandy (<http://www.121212concert.org/>) will take place on Wednesday, December 12 starting at 7:30pm EST at Madison Square Garden. This sold-out event features Bon Jovi, Eric Clapton, Rolling Stones, Billy Joel, Bruce Springsteen, The Who and Paul McCartney, among others. This epic concert will be simulcast to over two billion people around the world.

Information about the Robin Hood Relief Fund:

Robin Hood has launched a large-scale relief effort to aid our neighbors in the tri-state area whose lives have been shattered by Hurricane Sandy. Within hours of the storm, Robin Hood-funded non-profits were providing blankets, hot food, heaters, generators and more to residents in Red Hook, Coney Island, the Rockaways and all across the region. Now, one

month out from the storm, thanks to our supporters, Robin Hood has been able to provide over \$8 million in grants to more than 90 different groups. <http://www.robinhood.org/rhsandy>

About Cinemark Holdings, Inc.:

Cinemark is a leading domestic and international motion picture exhibitor, operating 461 theatres with 5,207 screens in 39 U.S. states, Brazil, Mexico, Argentina and 10 other Latin American countries as of September 30, 2012. For more information go to investors.cinemark.com.

About National CineMedia:

[NCM](#) operates NCM Media Networks, a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology. The [NCM Cinema Network](#) and [NCM Fathom Events](#) present cinema advertising and events across the nation's largest [digital in-theater network](#), comprised of theaters owned by AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK), Regal Entertainment Group (NYSE: RGC) and other leading regional theater circuits. NCM's theater advertising network covers 183 Designated Market Areas® (49 of the top 50) and includes over 19,300 screens (over 18,400 digital). During 2011, approximately 680 million patrons (on an annualized basis) attended movies shown in theaters in which NCM currently has exclusive, cinema advertising agreements in place. The [NCM Fathom Events](#) live digital broadcast network ("DBN") is comprised of over 720 locations in 170 Designated Market Areas® (including all of the top 50). The [NCM Interactive Network](#) offers 360-degree integrated marketing opportunities in combination with cinema, encompassing 41 entertainment-related websites, online widgets and mobile applications. National CineMedia, Inc. (NASDAQ: NCMI) owns a 48.6% interest in and is the managing member of National CineMedia LLC. For more information, visit www.ncm.com.

Cinemark USA, Inc.

James Meredith, 972-665-1060

VP of Marketing and Communications

jmeredith@cinemark.com

or

NCM Media Networks

Lauren Leff, 303-957-1709

SVP, PR and Communications

lauren.leff@ncm.com

Source: Cinemark Holdings, Inc. and National CineMedia