

March 5, 2013



Classic Films Series Continues at Cinemark

Previous Academy Award® Winning Best Picture Movies Return to the Big Screen at Select Cinemark Theatres During the Months of March and April 2013

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, is pleased to announce that the next set of films for their "Classics Series" will feature six Academy Award winning Best Picture movies. All of these digitally restored movies will be scheduled to play Wednesdays during the months of March and April, at two separate show times, 2pm and 7pm.

"It's the industry's awards season so there's no better way to celebrate than by bringing back some of the favorite Best Picture winning movies of the past," states James Meredith, Head of Marketing & Communications for Cinemark. "This next group of films includes an incredible musical, unforgettable performances, and stunning visuals."

Cinemark has selected six titles that were visionary films at their time of release, and still stand as true "classics" in every sense of the word. Dates include:

Wednesday, March 6:	Forrest Gump	PG13
Wednesday, March 13:	Westside Story	Not Rated
Wednesday, March 20:	Lawrence of Arabia	PG
Wednesday, March 27:	American Beauty	R
Wednesday, April 3:	Casablanca	PG
Wednesday, April 10:	The Godfather	R

When purchasing movie tickets for the "Classic Series," Cinemark encourages customers to save by taking advantage of a special discounted bundled offer. Customers have the ability to enjoy all six movies for only \$30.

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, "Print at Home" ticketing available at www.cinemark.com, makes it easy for patrons to purchase tickets in advance from the comfort of their home or office. Customers can 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 e-mailers that contain online coupons for discounts at the concession stand and other weekly special offers.

A full list of participating Cinemark locations, advance ticket purchases and show time information can be found at www.cinemark.com.

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 465 theatres with 5,240 screens in 39 U.S. states, Brazil, Mexico, Argentina and 10 other Latin American countries as of December 31, 2012. For more information go to www.cinemark.com.

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

Source: Cinemark Holdings, Inc.