

March 25, 2013



Cinemark's Classic Films Series of Academy Award Winning Best Pictures Continues March 27 with 'AMERICAN BEAUTY'

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, is pleased to announce that the 1999 Academy Award Winner for Best Motion Picture, AMERICAN BEAUTY will play at Cinemark's Classic Series in over 120 Cinemark theatres across the country on Wednesday, March 27, 2013, at two separate show times, 2 pm and 7 pm.

"AMERICAN BEAUTY is heralded not only as a Best Picture winner, but also for the additional awards and nominations it received," states James Meredith, Head of Marketing & Communications for Cinemark. "Kevin Spacey's Academy Award winning Best Actor Performance, along with Oscars for Cinematographer Conrad L. Hall, Director Sam Mendes, and Alan Ball's Original Screenplay, and four other nominations have made AMERICAN BEAUTY the last great movie of the 20th Century."

AMERICAN BEAUTY stars Kevin Spacey, Annette Bening, Thora Birch, Wes Bentley, Peter Gallagher and Mena Suvari. It is rated R for strong sexuality, language, violence and drug content. Where available, AMERICAN BEAUTY will be shown in Cinemark XD Extreme Digital Cinema.

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 Classic Series 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.

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