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# Cinemark Plans to Renovate Dayton South Theatre

***Guests will enjoy an updated lobby, concession stand and new Cinemark XD auditorium***

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, has announced plans for a major renovation of their 16-screen, Rave branded, 100% digital movie theatre located at the Mall Woods Shopping Center, 195 Mall Woods Dr. in West Carrollton. The theatre will remain open for business during the remodel and the renovation process is expected to wrap up in time for the highly anticipated 2014 summer blockbuster season.

The upgrades will include a complete lobby and concession stand remodel, as well as the addition of an exclusive Cinemark XD auditorium. XD is Cinemark's extremely popular premium large format experience which offers a complete entertainment environment featuring a large wall-to-wall and ceiling-to-floor screen, plush seating and a custom digital surround sound system featuring the latest in sound technology. To date, Cinemark has constructed 137 XD auditoriums around the globe that have quickly become recognized by guests as the best environment for experiencing the newest movies every week, including 2D and Real D-3D pictures. When completed, the newly renovated Dayton South theatre will boast the only Cinemark XD auditorium in the Dayton market.

"Cinemark completed the acquisition of 32 Rave theatres representing 483 screens in May," stated Tim Warner, Cinemark's Chief Executive Officer. "When completed, the newly renovated Dayton South theatre will offer our guests the newest technology and latest amenities. Cinemark is in the process of updating several of our theatres across the country, as our goal is to ensure that customers are able to enjoy the best movie-going experience possible."

## **More information about Cinemark's amenities:**

In order to make movie-going as easy and enjoyable as possible, Cinemark focuses on offering more choices to their customers. Theatres feature online "Print at Home" ticketing, available at [www.cinemark.com](http://www.cinemark.com). This makes it easy for patrons to purchase tickets in advance from the comfort of their home or office. Customers are able to bypass lines at the box office and go directly to kiosks 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.

## **About Cinemark Holdings, Inc.**

**Cinemark is a leading domestic and international motion picture exhibitor, operating**

**504 theatres with 5,794 screens in 40 U.S. states, Brazil, Mexico, Argentina and 10 other Latin American countries as of June 30, 2013. For more information go to [www.cinemark.com](http://www.cinemark.com).**

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