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Cinemark Announces Opening of New 14-Screen Movie Theatre in El Paso, 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 their new Cinemark NextGen cinema design concept in El Paso, TX on Friday, October 18, 2013. The new **Cinemark East Montana & XD** theatre located at 12704 East Montana Avenue 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.

"Cinemark started introducing our new state-of-the-art NextGen cinemas a few years ago to our guests in various markets across the country, and they have quickly become recognized as preferred entertainment destinations," states Tim Warner, Cinemark's Chief Executive Officer. "Cinemark has called El Paso home for over 15 years. Our new Cinemark East Montana theatre is the perfect complement to our existing complexes and offers an incredible movie-going experience to our guests."

Long recognized as a pioneer in the theatrical exhibition industry, Cinemark is taking the cinema entertainment experience to the next level. The new NextGen theatre, **Cinemark East Montana & XD**, will offer the latest technology, cutting edge amenities and customer preferred options all under one roof. These NextGen amenities will include:

- State-of-the-art viewing environment with wall-to-wall, ceiling-to-floor screens available in all auditoriums
- Digital projection powered by Barco projectors; RealD 3D capability in seven auditoriums
- Enhanced, sound systems that will enable customers to enjoy movies as the filmmakers intended
- A cafeteria style concession stand - offering freshly-popped popcorn, Coca-Cola fountain beverages and favorite candy brands
- Party room for birthdays and celebrations
- Lobby Bar featuring Beer, Wine and Frozen Cocktails
- **Cinemark XD: *Extreme Digital Cinema*** auditorium

Information about Cinemark XD: *Extreme Digital Cinema* auditoriums:

Cinemark XD is 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. The digital images are delivered by a Doremi server and a Barco DLP digital projector, which offers the brightest light standards in the industry. The XD auditorium exhibits the newest movies every week, including 2D and RealD 3D pictures.

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. This 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 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.

Several grand opening activities and offers are planned for both Friday, October 18th and Saturday, October 19th. Radio and TV remotes by KINT Jose 93.9, KTFN Unimas 65, and KYSE El Gato will be on Friday, October 18th. On Saturday, October 19th radio stations XHTO HITFM 104.3 and KBNA Que Buena will make remote appearances. 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.

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.

Cinemark USA, Inc.

James Meredith, 972-665-1680

Vice President, Head of Marketing & Communications

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