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Cinemark Announces Plans to Construct New Century 12-Screen Movie Theatre in La Quinta, CA

New Multiplex Located in the Washington Park Development Will Feature Cinemark's NextGen Cinema Design Concept, Cafeteria Style Concession Stand and a Cinemark XD Auditorium

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's leading motion picture exhibitors, announces plans to construct a 12-screen, all-digital movie theatre that will feature the company's new NextGen design concept in the Washington Park Shopping Center, located at the intersection of Highway 111 and Washington Street in La Quinta, CA. The new Century Washington Park theatre is scheduled to open in the spring of 2015, just in time for the summer movie blockbuster season.

"Cinemark operates several theatres throughout the Southern California region under our Century banner, including our Century at the River complex in Rancho Mirage," comments Tim Warner, Cinemark's CEO. "Our new Century Washington Park NextGen theatre will be located in the top shopping center in the city and become recognized as one of the best places in the Coachella Valley to enjoy a great entertainment experience."

Long recognized as a leader in the theatrical exhibition industry, Cinemark's new complex will offer guests the latest options and cutting-edge technology, including:

- State-of-the-art viewing environment with wall-to-wall and ceiling-to-floor screens in all 12 auditoriums
- 4K crisp, clear digital projection
- Six auditoriums will offer Cinemark's immersive RealD 3D capability
- Enhanced digital surround sound systems in all auditoriums
- A lobby bar offering bottled and draft beer, wine and frozen cocktails
- Cinemark's innovative cafeteria style, self-serve concession stand – offering freshly-popped popcorn, Coca-Cola fountain beverages and favorite candy brands
- **Cinemark XD: *Extreme Digital Cinema*** auditorium

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, which 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 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 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 506 theatres with 5,794 screens in 40 U.S. states, Brazil, Mexico, Argentina and 10 other Latin American countries as of September 30, 2013. For more information go to investors.cinemark.com.

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