

June 12, 2014



Cinemark Announces Grand Opening of New 10-Screen Movie Theatre in West Valley City, UT

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 leading motion picture exhibitors announced the opening of a new 10-screen, all-digital movie theatre featuring the new Cinemark NextGen cinema design concept in West Valley City, UT on Thursday, June 12, 2014. The new **Cinemark West Valley and XD** theatre will be located at 2573 S. 5370 W. at 5600 West next to Target.

"Our new complex in West Valley City marks our seventeenth Cinemark theatre and fourth Cinemark XD auditorium located in Salt Lake City," states Tim Warner, Cinemark's Chief Executive Officer. "We're excited to be opening our new cutting edge NextGen theatre just in time for our guests to enjoy all of this summer's highly anticipated movies."

Over the next few weeks, the new theatre will be exhibiting a variety of summer Blockbusters, including **22 JUMP STREET, HOW TO TRAIN YOUR DRAGON 2, TRANSFORMERS: AGE OF EXTINCTION, DAWN OF THE PLANET OF THE APES, PLANES: FIRE & RESCUE, THE LEGEND OF HERCULES, GUARDIANS OF THE GALAXY**, and **JERSEY BOYS**.

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 West Valley and XD**, will offer the latest in-theatre technology and customer-preferred options, including:

- State-of-the-art viewing environment with wall-to-wall, ceiling-to-floor screens available in every auditorium.
- 4K digital projection powered by Barco projectors; RealD 3D capability in six auditoriums.
- Enhanced digital surround sound systems that will enable customers to hear the movies as the filmmakers intended.
- Cinemark's famous concession stand - offering freshly-popped popcorn, Coca-Cola fountain beverages, favorite candy brands and a variety of food and beverage options.
- Party room for birthdays and celebrations.
- A **Cinemark XD: Extreme Digital Cinema** auditorium

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

Cinemark XD is the number one private label, premium large format in the world. XD offers a complete entertainment environment featuring a large wall-to-wall and ceiling-to-floor screen, plush seating and a custom 11.1 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.

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, Android and Windows 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.

The following radio stations will be on-site at Cinemark West Valley during the grand opening celebration: KSL NewsRadio is broadcasting live at the invite only VIP Night on Wednesday, June 11 from 7pm-10pm, 103.5 The Arrow on Thursday, June 12 from 5pm-6pm, AJ Carson from 97.1 ZHT will be broadcasting live on Friday, June 13 from 3pm-7pm and DJ Erockalypze from U92 on Saturday, June 14 from 11am-1pm. 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 486 theatres with 5,595 screens in 40 U.S. states, Brazil, Argentina and 11 other Latin American countries as of March 31, 2014. For more information go to investors.cinemark.com.

Cinemark Holdings, Inc.
James Meredith, 972-665-1680
VP, Head of Marketing & Communications

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