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Cinemark Broadcasts 2014 FIFA World Cup Matches in Select Theatres across Latin America

Matches Are Being Streamed Live and Fans Have the Unique Opportunity to Cheer on Their Favorite Teams in the Comfort of Cinemark's XD Premium Large Format Auditoriums

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's leading motion picture exhibitors, announces that they are showing live broadcasts of select 2014 Fédération Internationale de Football Association ("FIFA") World Cup matches in several Cinemark locations across Latin America.

Starting with last weekend's opening game, Brazil vs. Croatia, Cinemark is streaming live via satellite various World Cup matches. Fans have the opportunity to come together throughout the duration of the 2014 World Cup tournament at a Cinemark location near them to watch the matches with other fans. Games will be viewed by customers in the following countries where Cinemark is located: Brazil, Bolivia, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Honduras, Panama and Peru.

"Satellite distribution of content allows us to bring these types of world events to our theatres as an alternate viewing environment for fans of the game," stated Valmir Fernandes, President Cinemark International. "Our XD auditoriums bring the action of the games to life in a grand experience with immersive sound in a premium viewing arena."

Cinemark XD is the number one private label Premium Large Format (PLF) brand in the world. Cinemark has constructed over 160 XD auditoriums across the US and throughout Latin America that offer a complete entertainment experience featuring large wall-to-wall and ceiling-to-floor screens, plush seating and custom digital surround sound systems with the latest in sound technology. By the end of 2014, Cinemark will plan to open 30-40 additional XD auditoriums which will bring the total global number to approximately 200 screens.

To view games to be shown and to purchase tickets visit www.cinemark.com/international.

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 10 other Latin American countries as of March 31, 2014. For more information go to investors.cinemark.com.

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