

June 18, 2014



Cinemark Announces Plans to Construct New 10-Screen Movie Theatre in Altoona, IA

New Century Branded Multiplex Located in the Des Moines Suburb Will Feature New Luxury Lounger Recliners, Cinemark's NextGen Cinema Design Concept, and 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 Century branded, 10-screen, all-digital movie theatre that will feature Luxury Lounger reclining chairs in all auditoriums in Altoona, IA, a suburb of Des Moines. The new multiplex will be located at the intersection of Interstate 80 and NE Hubbell Ave, on Adventureland Dr., across from Prairie Meadows. The new theatre is scheduled to open in the fall of 2015, just in time for the holiday movie blockbuster season.

"Cinemark's existing Century 20 Jordan Creek and XD complex has been part of the Des Moines entertainment landscape for over 15 years," comments Tim Warner, Cinemark's CEO. "Our new NextGen theatre in Altoona will be a perfect addition and should quickly become recognized as one of the best places in the area to enjoy a great movie-going experience."

"The City of Altoona is very pleased that Cinemark has chosen to locate in our community," stated Mayor Skip Conkling. "Altoona has long been known as the entertainment capital of Iowa. The theatre complex is something that residents and businesses in Altoona have wanted for a long time. The City looks forward to working with Cinemark to ensure that the complex is successfully completed."

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:

- Cinemark's Luxury Loungers: Electric powered recliners with footrests and cup holders that will provide guests with an oversized, luxurious seating experience
- State-of-the-art viewing environment with wall-to-wall and ceiling-to-floor screens in all 10 auditoriums
- 4K crisp, clear digital projection
- Five auditoriums will offer Cinemark's immersive RealD 3D capability
- Enhanced digital surround sound systems in all auditoriums
- Cinemark's innovative 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, 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.

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.

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Source: Cinemark Holdings, Inc.