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Cinemark Launches New Chairman's Advisory Committee

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's leading motion picture exhibitors, announces the formation of a new Chairman's Advisory Committee. The concept was created by Cinemark's Founder and Chairman, Lee Roy Mitchell. The objective of the program is to provide innovative input and feedback to Cinemark's management team, as well as create a learning environment where the committee members can gain valuable business experience.

"Our committee members will represent the best and brightest young leaders in the DFW area and beyond," states Lee Roy Mitchell, Cinemark's Founder and Chairman. "These individuals will have the opportunity work with me and learn how to conduct business in today's corporate environment in an honest and ethical manner. My vision is that the program will be mutually beneficial to both Cinemark and our committee members."

The Chairman's Advisory Committee will be comprised of ten members who are not Cinemark employees. They will serve a two-year term and meet five times a year to work alongside Mr. Mitchell and others on the Cinemark management team. Candidates will be selected through a competitive application and interview process and should have already achieved some recognizable leadership milestones in their lives. Applicants should be prepared to provide examples of leadership and demonstrate special skills, qualifications and accomplishments they have acquired from school, employment, volunteer work, or through other activities, including hobbies or sports.

Interested individuals may check qualifications and obtain an official application by visiting cinemark.com/cac.

About Lee Roy Mitchell

Lee Roy Mitchell has always been an entrepreneur. Early business ventures included auto sales, roller skating rinks, and movie theatres. His first theatre, the Village Drive-In in Ennis, TX, opened over 40 years ago.

Over the years, Mr. Mitchell identified several talented individuals and created a strong and experienced management team to implement his vision. With the help of this team and over 25,000 employees worldwide, Mr. Mitchell has built Cinemark into a theatre company that ranks #1 in total attendance in the world.

Mr. Mitchell's successes are largely attributable to his ability to put his vision and his values at the forefront of the company's business strategy. He respects and invests in local people in the communities and countries where Cinemark operates.

He has served on the Board of Directors and Executive Committee of the National Association of Theatre Owners (NATO) for more than 20 years. In addition, Nest

Entertainment, Southern Methodist University Meadows School of the Arts, Bill Glass Prison Ministries, National CineMedia, Inc. and Texas Capital Bancshares, Inc. are among businesses and organizations in which Mr. Mitchell has played a leadership role.

Mr. Mitchell was inducted into the 2011 Texas Business Hall of Fame and has received various awards in the entertainment industry including ShowEast Lifetime Achievement, Ben Marcus Humanitarian, Robert W. Selig NATO/ShoWester, NATO Marquee and NATO South Central States Texan of the Year.

Even though Mr. Mitchell has travelled the world and has business interests all over the globe, his favorite place is home in Dallas with his family. Married for over 30 years, Mr. Mitchell has five children and eight grandchildren.

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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