

June 24, 2015



## **Cinemark to Add Luxury Lounger Recliners to Dayton South Theatre in Dayton, OH**

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's leading motion picture exhibitors, announced plans to further renovate their Rave-branded, all-digital Dayton South movie theatre through the addition of Luxury Lounger recliners to all 16 auditoriums. Last year, Cinemark completed a remodel which included an updated lobby, new concession stand and Cinemark XD, premium large format auditorium. The renovations for the Dayton South theatre, located at 195 Mall Woods Dr, West Carrollton, OH will begin this fall and be completed in early 2016.

"The Dayton South 16 and XD complex has been part of the community for over 15 years," commented Tim Warner, Cinemark's CEO. "This full remodel will enable Cinemark to continue to offer our guests the highest levels of comfort and technology. Our new Luxury Lounger recliners will be an excellent addition to this popular theatre and will offer customers an enhanced entertainment experience. The Dayton South remodel will be the perfect complement to our Huber Heights 16 theatre which is also being fully remodeled and will include Cinemark's Luxury Loungers recliners. The Huber Heights remodel will be completed in August."

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. Moviegoers can download the Cinemark app to view show times and purchase tickets on-the-go. Guests can also utilize CineMode, a feature within the Cinemark app, to earn rewards for being courteous to others during movies. Cinemark fans are invited to stay connected through Cinemark's social media channels: Facebook, Twitter, Instagram and YouTube. Customers can also sign up online to receive free, weekly show time 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 497 theatres with 5,687 screens in 41 U.S. states, Brazil, Argentina and 11 other Latin American countries as of March 31, 2015. For more information go to [investors.cinemark.com](http://investors.cinemark.com).**

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Source: Cinemark Holdings, Inc.