

October 28, 2015



# Cinemark Announces Opening of New In-Theatre Dining Experience in Fort Collins, CO

*New Nine-Screen Movie Bistro Features Cinemark's NextGen Cinema Design Concept, Luxury Lounger Recliners, XD Auditorium and In-Theatre Dining*

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, will open a new Cinemark Movie Bistro and XD in Fort Collins on Thursday, October 29th. This nine-screen complex located at the Foothills Fashion Mall, 335 E. Foothills Parkway, will be the first in-theatre dining experience in Larimer County.

"Cinemark has called Colorado and the Fort Collins area home for over 15 years," states Mark Zoradi, Cinemark's Chief Executive Officer. "The Cinemark Movie Bistro is perfectly located at the Foothills Fashion Mall and will offer our guests the highest quality presentation available paired with a customized dining experience."

Over the next few weeks, the new theatre will be exhibiting a variety of blockbuster movies including SPECTRE, THE PEANUTS MOVIE, THE HUNGER GAMES: MOCKINGJAY, PART 2, STAR WARS: THE FORCE AWAKENS, and THE GOOD DINOSAUR.

At Cinemark Movie Bistro and XD guests will enjoy the comforts of a brand new NextGen theatre which boasts the latest cutting-edge technology and customer-preferred amenities including:

- An expanded dining menu featuring appetizers, pizzas & flat breads, sandwiches & wraps, quesadillas & tacos and much more
- Domestic, imported, craft and locally brewed beers, various wine selections, and frozen Margaritas and Daiquiris
- Large wall-to-wall screens available in all nine auditoriums
- Cinemark Luxury Lounger recliners – oversized, plush, electric-powered recliners with cup holders and foot rests
- 4k digital projection powered by Barco projectors with RealD 3D capability
- Enhanced sound systems enabling guests to hear movies as the filmmakers intended
- Stadium seating, with each row elevated for an unobstructed view
- Delivery service before the movie

Moviegoers can download the Cinemark app to view show times and purchase tickets on-the-go. Guests can also use CineMode and earn rewards for being courteous during movies. Cinemark fans are invited to stay connected through Cinemark's social media channels:

Facebook, Twitter, Instagram and YouTube. Finally customers can 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.

Cinemark Movie Bistro and XD will have several activities and offers planned for the October 29th grand opening weekend. On Friday, October 30th and Saturday, October 31st the first 100 guests to purchase tickets inside the box office will receive a Cinemark swag bag while supplies last. Radio remotes are scheduled throughout the opening weekend. A complete listing of grand opening events, advance ticket options and show time information can be found at [www.cinemark.com](http://www.cinemark.com).

### **About Cinemark Holdings, Inc.**

**Cinemark is a leading domestic and international motion picture exhibitor, operating 503 theatres with 5,720 screens in 41 U.S. states, Brazil, Argentina and 12 other Latin American countries as of June 30, 2015. For more information go to [investors.cinemark.com](http://investors.cinemark.com).**

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