

December 1, 2015



## **Cinemark to Add Luxury Lounger Recliners to Harker Heights Theatre in Central Texas**

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's leading motion picture exhibitors, announced plans to renovate their Cinemark at Market Heights movie theatre in Harker Heights, TX through the addition of Luxury Lounger recliners to all 16 auditoriums. The renovations for the theatre, located at 201 E. Central Texas Expressway in the Market Heights Shopping Center, will be completed by summer 2016.

"This theatre has been an extremely popular destination in Central Texas since it opened its doors in the summer of 2008," commented Mark Zoradi, Cinemark's CEO. "With the addition of our new Luxury Lounger recliners, which feature electric-powered, plush, oversized lounge chairs with footrests and cup holders, customers will enjoy an enhanced entertainment experience."

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 507 theatres with 5,746 screens in 41 U.S. states, Brazil, Argentina and 12 other Latin American countries as of September 30, 2015. For more information go to [investors.cinemark.com](http://investors.cinemark.com).**

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Source: Cinemark Holdings, Inc.