

April 27, 2016



Cinemark to Install Luxury Lounger Recliners in Monaco Theatre

Extensive Upgrades to Include Cinemark XD Large Screen Auditorium

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leader in the motion picture exhibition industry, announced plans to completely revamp their Monaco theatre located in the Bridge Street Town Centre at the intersection of Old Madison Pike and Research Park Blvd in Huntsville, AL. The Cinemark Monaco & XD theatre will feature Cinemark's Luxury Lounger recliners in all auditoriums, as well as a state-of-the-art Cinemark XD auditorium, just in time for the 2016 blockbuster holiday season.

"Cinemark's Monaco theatre is already recognized as a top entertainment destination in North Alabama," commented Mark Zoradi, Cinemark's Chief Executive Officer. "We're excited to take the movie-going experience to the next level by offering guests Luxury Lounger recliners in all auditoriums as well as a new Cinemark XD auditorium. The upgrades to the auditoriums, lobby, and restaurant will enable Cinemark to offer our guests the highest levels of comfort and technology for years to come."

"We are pleased to partner with Cinemark in this state-of-the-art transformation of the Monaco Cinema," commented Andrew Miller, President and CEO of Miller Capital Advisory, Inc. "The addition of reclining seats and other planned enhancements will further enhance the guest experience at Bridge Street Town Centre, North Alabama's premier shopping, dining, and entertainment venue."

Once completed, the newly remodeled **Cinemark Monaco and XD** theatre will boast the latest cutting-edge technology and customer-preferred amenities, including:

- Renovated concession stand, offering expanded food options
- Remodeled Scene Restaurant & Lounge
- Cinemark's Luxury Loungers that are electric-powered, plush, oversized recliners with footrests and cup holders located in all 12 auditoriums
- A Cinemark XD: Extreme Digital Cinema auditorium. XD is the number one, private label, Premium Large Format (PLF) in the world
- 4K digital projection; RealD 3D capability
- Reserved seating

Moviegoers can download the Cinemark app to view show times, purchase tickets on-the-go, and join our Connections loyalty program. Connections is a completely app-based program which rewards loyal customers with unique experiential prizes, including one-of-a-kind gifts, trips, digital downloads, and games. 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 at cinemark.com.

ABOUT CINEMARK HOLDINGS, INC.

Cinemark is a leading domestic and international motion picture exhibitor, operating 513 theatres with 5,796 screens in 41 U.S. states, Brazil, Argentina, and 12 other Latin American countries as of December 31, 2015. For more information, go to investors.cinemark.com.

ABOUT INSTITUTIONAL MALL INVESTORS

Institutional Mall Investors ("IMI") acquired Bridge Street Town Centre in May, 2012. IMI is a joint venture owned by an affiliate of Miller Capital Advisory, Inc. and CalPERS, the nation's largest public pension fund. Miller Capital serves as investment manager for IMI. IMI is focused on high quality, market dominant, fashion-oriented retail properties. The IMI portfolio features some of the most dominant regional and super regional shopping centers in the United States. As of December 2015, the portfolio included approximately 19 million square feet of retail GLA and 1 million square feet of prime office space. For more information about IMI, visit miller-capital.com.

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20160427006742/en/>

Cinemark Holdings, Inc.

Media Contact:

James Meredith, 972-665-1680

communications@cinemark.com

or

Investor Contact:

Chanda Brashears, 972-665-1500

investors@cinemark.com

Source: Cinemark Holdings, Inc.