

May 3, 2016



## **Cinemark to Install Luxury Lounger Recliners at the Century at The River Theatre in Rancho Mirage, CA**

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leader in the motion picture exhibition industry, announced plans to renovate and upgrade their Century at The River theatre in Rancho Mirage, CA. The renovations and improvements will include installing electric Luxury Lounger recliners in all 15 auditoriums, including the XD auditorium, as well as adding new lobby features and amenities. The work and upgrades for the theatre, located at 71800 Hwy 111, Rancho Mirage, CA will be completed in time for the 2016 holiday blockbuster season.

"Since its opening in July 2002, the Century at The River theatre has been an entertainment jewel in the heart of Rancho Mirage's premier shopping district," commented Mark Zoradi, Cinemark's CEO. "Customers will soon enjoy an enhanced entertainment experience with the addition of our comfortable Luxury Lounger recliners to all 15 auditoriums."

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, and 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](http://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](http://investors.cinemark.com).

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Cinemark USA, Inc.

James Meredith, 972-665-1680

[communications@cinemark.com](mailto:communications@cinemark.com)

Source: Cinemark Holdings, Inc.