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Cinemark to Install Luxury Lounger Recliners at Hollywood 16 Theatre in Amarillo, TX

Rebranded Cinemark Theatre to Feature Interior Remodel and Offer Expanded Concession Menu

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's leading motion picture exhibitors, announced plans to renovate and upgrade their Hollywood 16 theatre in Amarillo, TX. The renovations and improvements will include Luxury Lounger recliners in all sixteen auditoriums. Cinemark Luxury Loungers feature electric-powered, plush, oversized lounge chairs with footrests and cup holders. The work and upgrade for the theatre, located at 9100 Canyon Drive, will commence in late June and be completed October 2016.

"Our Hollywood 16 theatre has been an integral component of the Amarillo community for over 18 years," commented Mark Zoradi, Cinemark's CEO. "Our loyal Cinemark customers will absolutely love their enhanced entertainment experience, as we remodel the interior of the theatre and install our new Luxury Lounger recliners."

Besides the in-theatre amenities customers will soon enjoy in Amarillo, many digital and online programs are available now for an enhanced movie-going experience. For instance, 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.

ABOUT CINEMARK HOLDINGS, INC.

Cinemark is a leading domestic and international motion picture exhibitor, operating 516 theatres with 5,840 screens in 41 U.S. states, Brazil, Argentina and 12 other Latin American countries as of March 31, 2016. For more information go to investors.cinemark.com.

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