

May 16, 2016



Cinemark to Install Luxury Lounger Recliners at Tinseltown USA Theatre in Rochester, NY

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's leading motion picture exhibitors, announced plans to renovate the Tinseltown USA theatre in Rochester, NY. The renovations and improvements will include Luxury Lounger recliners in all auditoriums. Cinemark Luxury Loungers feature plush, electric-powered, oversized lounge chairs, with footrests and cup holders. The work and upgrade for the theatre, located at 2291 Buffalo Road, will commence in late summer and be completed by November 2016.

"Our guests will enjoy the Luxury Lounger recliners and the upgrades we are making to our Rochester theatre," commented Mark Zoradi, Cinemark's CEO. "For over twenty years, Cinemark has been an integral part of the Rochester community; these renovations will enable our theatre to continue to be recognized as the preferred destination for enjoying the best entertainment experience."

Besides the in-theatre amenities customers will soon enjoy in Rochester, 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.

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20160516006533/en/>

Cinemark USA, Inc.

James Meredith, 972-665-1680

communications@cinemark.com

Source: Cinemark Holdings, Inc.