

June 20, 2016



Cinemark Announces Grand Opening of Cinemark Movie Bistro in Lake Charles, LA

New Multiplex to Offer Guests an Enhanced Dining Experience and Luxury Lounger Recliners in Every Auditorium

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leader in the motion picture exhibition industry, will open a 9-screen new concept theatre located at 3416 Derek Drive in Lake Charles, Louisiana on June 23, 2016. The new Cinemark Movie Bistro complex will boast a state-of-the-art entertainment environment offering digital projection, RealD 3D capability, enhanced sound systems and Cinemark's Luxury Lounger recliners with snack tables, cup holders and footrests. Additionally, the new Cinemark Movie Bistro will feature an expanded dining menu with high-quality food offering such as quesadillas, tacos, burgers, and gourmet pizzas, alongside menu favorites like freshly popped popcorn, hot dogs, and popular candy brands. As for beverages, customers will have the opportunity to select from premium wines, beers, margaritas, and Coca-Cola fountain beverages.

"Customers in Lake Charles will have the chance to experience Cinemark's newest dine-in theatre concept," states Mark Zoradi, Cinemark's Chief Executive Officer. "The state-of-the-art Movie Bistro will quickly become recognized as a preferred entertainment destination for guests to eat, drink, relax and enjoy great entertainment."

Over the next few weeks the new Cinemark theatre will be exhibiting a variety of this summer's biggest blockbusters including INDEPENDENCE DAY: RESURGENCE, THE SECRET LIFE OF PETS, GHOSTBUSTERS, STAR TREK BEYOND and JASON BOURNE.

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.

The new Cinemark Movie Bistro has a variety of Grand Opening activities planned. Special Invitation only events and screenings on Friday, June 17 - Wednesday, June 22. Gator 99.5 will be at the theatre on opening day, Thursday, June 23 from 5pm-7pm, stop by to win prizes. Friday, June 24 will be a day full of radio stations with plenty of giveaways starting with NASH 97.9 from 12pm-2pm, Hot 103.3 from 2pm-4pm, Rock 101 from 4pm-6pm and finishing with KYKZ 96 from 6pm – 8pm.

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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