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Cinemark Offers Free Upgrade to Experience a Movie in XD for Loyalty Program Members

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](http://www.cinemark.com) (NYSE: CNK), a leader in the motion picture exhibition industry, is offering Connections Loyalty Program members a complimentary upgrade to Cinemark XD for the same price as seeing the movie in a regular auditorium. The limited-time free upgrade promotion is valid for movies playing in XD auditoriums from Friday, Feb. 17 through Monday, March 13, 2017 at all Cinemark XD locations.

Cinemark XD is the number one, private label, Premium Large Format (PLF) in the world. XD auditoriums feature expansive wall-to-wall screens, custom-engineered surround-sound with multi-channel speakers, and state-of-the-art projection systems capable of delivering 35 trillion colors.

"Seeing a movie in Cinemark XD is an immersive sight and sound experience," said James Meredith, Cinemark's SVP of Marketing and Communications. "Cinemark's free upgrade offer allows new and existing loyalty program members to enjoy their favorite movies in the absolute best movie-watching environment."

To take advantage of this promotion, moviegoers can conveniently join Connections for free at <https://www.cinemark.com/connections>. For more information and a list of Cinemark XD locations, visit <https://www.cinemark.com/xd>.

ABOUT CINEMARK HOLDINGS, INC.

Cinemark is a leading domestic and international motion picture exhibitor, operating 522 theatres with 5,865 screens in 41 U.S. states, Brazil, Argentina, and 13 other Latin American countries as of September 30, 2016. For more information go to investors.cinemark.com.

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