

May 4, 2017



# Cinemark Partners with THX to Certify XD Auditoriums

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](#) (NYSE: CNK), a leader in the motion picture exhibition industry, has aligned with [THX](#), renowned as the guarantor of best-in-class cinemas and consumer electronics, to certify Cinemark's private-label premium large format XD auditoriums. THX certification will ensure XD auditoriums offer a superior audiovisual experience for moviegoers and provide an unparalleled entertainment environment.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170504006432/en/>

Cinemark operates more than 225 XD auditoriums throughout the US and South and Central America, offering audiences the highest quality movie-going experience, including:

- Enormous wall-to-wall screens
- Crisp, clear digital projection, with 2D and 3D capabilities
- Immersive, surround sound audio systems that enable customers to hear the movies as the filmmakers intended
- Premium seats with Luxury Lounger electric recliners in many auditoriums
- THX optimized auditorium design

"Cinemark XD is the number one private-label premium large format in the world and our partnership with THX will take it to another level," commented Mark Zoradi, Cinemark's CEO. "Our XD auditoriums offer the highest presentation and sound standards as we strive to provide the best entertainment possible. The THX certification will further substantiate to our guests that the XD experience is extraordinary."

"We will bring a fully immersive, exceptional movie-going experience to savvy audiences by partnering with Cinemark, a highly regarded and established brand in the motion picture exhibition industry," offered Ty Ahmad-Taylor, THX CEO & President. "THX has a longstanding reputation as the acclaimed brand for audio and visual performance. This partnership reinforces THX's ties to the cinema world, ensuring vivid, memorable cinematic experiences for fans craving premium big screen, audiophile-worthy movie-watching. This serves as the first step in spearheading a PLF alliance."

The certification process has already commenced and should be fully complete within the next 12 months.

## About Cinemark Holdings, Inc.:

Cinemark is a leading domestic and international motion picture exhibitor, operating 525

theatres with 5,894 screens in 41 U.S. states, Brazil, Argentina and 13 other Latin American countries as of March 31, 2017. For more information go to [investors.cinemark.com](http://investors.cinemark.com).

#### **About THX:**

Founded by legendary filmmaker George Lucas in 1983, THX Ltd. and its partners provide premium entertainment experiences in the cinema, in the home and on the go. Over the past thirty years, THX has expanded its certification categories beyond studios and cinemas to consumer electronics, content, automotive systems and THX Live!, a live-entertainment certification program. Today, THX continues to redefine entertainment, providing exciting new technologies and assurance of experiences with superior quality and high performance that guarantee an artist's vision is truthfully delivered to audiences worldwide.

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20170504006432/en/>

#### **Cinemark Holdings, Inc.**

##### **Media Contact:**

Lanay Fournier-Stokes, 972-665-1048

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

or

##### **Financial Contact:**

Chanda Brashears, 972-665-1671

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

or

##### **THX**

Allied Integrated Marketing

Ginger Chan

Senior Vice President, National Publicity

[GChan@alliedim.com](mailto:GChan@alliedim.com)

or

Marina Beck

Senior Publicist

[MBeck@alliedim.com](mailto:MBeck@alliedim.com)

Source: Cinemark Holdings, Inc.