

December 5, 2017



Cinemark Announces Movie Club, an \$8.99 Monthly Movie Membership Program

Cinemark's Movie Club members enjoy many benefits, including discounts on concessions, waived online fees and much more for \$8.99 per month

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](http://www.cinemark.com/movieclub) (NYSE: CNK), a leader in the motion picture exhibition industry, today announced the launch of Movie Club, a unique monthly movie membership program. The first program of its kind, Movie Club offers ticket and concession discounts along with many other exclusive benefits. Moviegoers can instantly join and begin taking advantage of their benefits through the Cinemark app or by visiting www.cinemark.com/movieclub.

This press release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20171205005492/en/>

Cinemark Movie Club, now available to moviegoers across the U.S., offers members ticket and concession discounts along with many other benefits for \$8.99 per month. (Photo: Business Wire)

For \$8.99 per month, a Movie Club membership provides the following:

- One 2-D movie ticket each month with premium format ticket upgrades available
- Unused tickets roll over and never expire for active members
- Ability to reserve seats and buy tickets in advance with NO online fees
- Additional tickets at the member price of \$8.99 each
- **PLUS**, a 20 percent discount on concessions during every visit

"We are thrilled to launch our proprietary movie membership program that is completely consumer research-driven," said Cinemark CEO Mark Zoradi. "Based on the feedback we received, we designed Movie Club with all of the features and benefits that moviegoers desire most in a membership program without any of the hassle, enabling our guests to enjoy the moviegoing experience with their friends and family."

In developing Movie Club, Cinemark conducted extensive consumer research and studied the best subscription program models, both in and outside of the entertainment industry. Throughout the research process, consumers resoundingly preferred a monthly membership program with ticket rollover benefits that allows them to accumulate credits, reserve their seats in advance with no online fees and enjoy significant discounts on concessions.

Movie Club is accepted at all Cinemark locations across the nation, including Century Theatres, CinéArts, Tinseltown and Rave Cinemas. To join, visit www.cinemark.com/movieclub or download the Cinemark app in the Apple App Store or the Google Play Store. Movie Club members can easily reserve and purchase their tickets in

advance without any fees through the Cinemark app or online. Purchased tickets will populate through the app for quick and easy scanning at the movie theatre.

CONFERENCE CALL:

Cinemark will host a conference call and webcast at 9 a.m. ET on Tuesday, December 5, 2017.

Interested parties can listen to the call via live webcast or by phone. Please access 5-10 minutes before the call:

Live Webcast: investors.cinemark.com

Phone (Domestic): 800-374-1346

Phone (International): 706-679-3149

A replay of the call will be available at investors.cinemark.com following the call and archived for a limited time.

ABOUT CINEMARK HOLDINGS, INC.:

Cinemark is a leading domestic and international motion picture exhibitor, operating 533 theatres with 5,957 screens in 41 U.S. states, Brazil, Argentina and 13 other Latin American countries as of September 30, 2017. For more information go to investors.cinemark.com.

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Source: Cinemark Holdings, Inc.