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Cinemark Celebrates the Academy Awards with Annual Oscar Movie Week Program

Movie enthusiasts can prepare for the awards show with Cinemark and see Best Picture Nominees and Nominated Shorts Feb. 18 – 24

Festival passes are on sale now

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](http://www.cinemark.com) (NYSE: CNK), a leader in the motion picture exhibition industry, celebrates the 91st Academy Awards with its annual Oscar Movie Week Festival. Movie fans will have the opportunity to enjoy the Oscar-nominated Best Picture films and the Best Live Action and Animated Shorts before the anticipated awards ceremony. Festival passes are on sale now at www.cinemark.com/Oscar-movie-week.

"Cinemark is thrilled to bring back one of our most anticipated programs of the year, Oscar Movie Week," said Justin McDaniel, Cinemark's SVP of Global Content Strategy and Analysis. "Moviegoers will have the chance to experience the very best films of the year in the best environment possible."

Cinemark's Oscar Movie Week Program runs from Monday, Feb. 18, through Sunday, Feb. 24. Guests can purchase Cinemark's special Festival pass for \$35 and watch the nominated films throughout the week at select theatre locations. Festival pass holders receive an exclusive offer for 50 percent off any size popcorn and will be given a specially designed keepsake badge and lanyard. Guests can also enjoy these nominated movies on a single-film basis at regular admission price. Tickets for the Oscar Shorts Program are only \$10 each. Find participating theatres and check show times at www.cinemark.com/Oscar-movie-week.

New this Oscar season, Cinemark will be partnering with CataBoom, a Dallas-based company, which will use its automated gamification platform to create an engaging Oscar Movie Week experience unique to Cinemark. Moviegoers will be able to cast their vote in six popular categories for titles they think will win an Academy Award.

"We are thrilled to collaborate with Cinemark and make their 2019 Oscar Movie Week program even more engaging," said Todd McGee, CEO of CataBoom. "We are excited to see how Cinemark uses our gamification platform as part of their digital strategy to generate engagement and loyalty."

Movie lovers who participate in the CataBoom program can instantly win prizes, varying from Movie Club gifts to points for loyalty rewards. Participants who correctly select the winners in all six categories are automatically entered to win a grand prize provided by Focus Features and their upcoming movie, "Greta." Voting will open by the end of January and be available until Feb. 24 at www.cinemark.com/awards-vote.

About Cinemark Holdings, Inc.:

Cinemark is a leading domestic and international motion picture exhibitor, operating 541 theatres with 6,014 screens in 41 U.S. states, Brazil, Argentina and 13 other Latin American countries as of September 30, 2018. For more information go to investors.cinemark.com.

About CataBoom:

Founded in 2012, CataBoom is a SAAS-based behavioral marketing engagement platform company headquartered in Dallas, Texas. With over 150 game variations ready to be skinned with option to be connected together, CataBoom's platform allows you to build HTML5 responsive games in minutes that can be used to consistently and instantly reward desired consumer behaviors on any device and across any customer touch point. To learn more, visit www.cataboom.com.

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