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# **Cinemark Celebrates 100,000 Private Watch Party Milestone Driven by High Consumer Demand, Delighting more than 1.3 Million Moviegoers with a Personalized Big-Screen Experience in a Dedicated Auditorium**

*Private Watch Parties offer a 'celebrity' entertainment option with an added layer of comfort for those looking to stay within their trusted group.*

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](#), one of the world's largest and most influential movie theatre companies, today announced it has sold more than 100,000 of its fan-favorite Private Watch Parties. As the first exhibitor to launch a streamlined private theatre rental program, Cinemark has delighted more than 1.3 million moviegoers with the unique, immersive cinematic experience of watching a movie on the big screen in a private auditorium. A [Cinemark Private Watch Party](#) allows guests to rent an entire auditorium to watch the film of their choice with the group of their choice, starting at just \$99.

"Cinemark consistently puts the customer first and is thrilled that more than 1.3 million of our moviegoers have attended our Private Watch Parties and enjoyed the immersive cinematic experience in a dedicated auditorium with their trusted group," said Cinemark CEO Mark Zoradi. "Moviegoing has been a treasured global pastime for centuries, offering an escape from reality, which we all appreciate now more than ever. Cinemark is proud to continually innovate and evolve the moviegoing experience, providing a safe alternative for moviegoers and bringing entertainment and joy during this most challenging time."

While Cinemark was confident with the enhanced and stringent health and safety protocols implemented, the exhibitor knew that some moviegoers may feel more comfortable staying within their trusted group. With that, Cinemark quickly evolved its entertainment experience and made cinematic dreams come true by offering Private Watch Parties at all its reopened U.S. theatres. A [Cinemark Private Watch Party](#) allows guests to rent an entire auditorium for up to 20 people for just \$99 for library content or \$149 for new releases, plus tax where applicable, with no minimum concession purchase.

Movie fans across the country have booked more than 100,000 Private Watch Parties. With just a few simple clicks, customers can visit their theatre page, select a showtime, pick a movie and check out at [Cinemark.com](#) or on the Cinemark app.

"Want to send a very public thank you to Cinemark and their Private Watch Party program. Because of this program we were able to take our four-year-old daughter to the movies for the first time! ... Thank you, again, for creating a safe and fun experience for us in these

difficult times,” said Cinemark moviegoer John W.

“We did the private watch party at Cinemark and rented out the theater for \$150 and invited a few people in our quarantine family. It was nice to be back. I’ve missed the movie theaters most of all,” said Cinemark moviegoer David L.

### **The Cinemark Standard**

The exhibitor has consistently received 96 percent guest satisfaction with Cinemark protecting their health and safety. Moreover, a resounding number of those moviegoers polled stated they would return and would also recommend visiting Cinemark to a friend.

The health and safety of employees, guests and communities is a top priority. All Cinemark theatres have [The Cinemark Standard](#), greatly enhanced cleanliness, sanitizing and safety measures at every step of the moviegoing experience. Employees undergo extensive training on all new protocols and wear face masks while working, in addition to completing a wellness check-in prior to every shift. Each theatre also has a designated *Chief Clean and Safety Monitor* on duty to ensure the highest standards of safety, physical distancing, cleanliness and sanitization.

- **Each auditorium is extensively disinfected** between showtimes using pressurized sprayers with products identified by the EPA to be effective in eliminating COVID-19.
- Theatres have **staggered showtimes and limited capacities** to maximize physical distancing.
- **Seat-Buffering Technology** automatically blocks seats adjacent to a party upon ticket purchase.
- **Face masks are mandatory** for all guests within the theatre and may only be removed for eating and drinking in the auditoriums. Face masks are required for all employees.
- All public and high-touch spaces are **thoroughly sanitized frequently**.
- Cinemark is **raising the fresh air rate** by adding refresh and replace cycles and utilizing supply fans to increase total volume of fresh, outside air flowing into our theatres.

[Click here](#) for a folder of assets, stills of Cinemark Private Watch Parties and b-roll of Cinemark’s enhanced cleaning protocols.

### **About Cinemark Holdings, Inc.:**

Headquartered in Plano, TX, Cinemark (NYSE: CNK) is one of the largest and most influential movie theatre companies in the world. Cinemark’s circuit, comprised of various brands that also include Century, Tinseltown and Rave, operates 533 theatres with 5,974 screens in 41 states domestically and 15 countries throughout South and Central America. Cinemark consistently provides an extraordinary guest experience from the initial ticket purchase to the closing credits, including Movie Club, the first U.S. exhibitor-launched subscription program; the highest Luxury Lounger recliner seat penetration among the major players; XD - the No. 1 exhibitor-brand premium large format; and expansive food and beverage options to further enhance the moviegoing experience. For more information go to <https://investors.cinemark.com/>

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