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Cinemark Rewards Connections Loyalty Program Members with Free Medium Popcorn on Friday, September 30th

Guests are encouraged to sign up for Connections loyalty program before they arrive at the theatre

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leader in the motion picture exhibition industry, announced plans to reward current and new members of their loyalty program, Cinemark Connections, with a free medium popcorn in all theatres across the United States on Friday, September 30th. The offer is a free benefit and requires no redemption of customer's points. Moviegoers who are not already members can easily download the Cinemark app and join the Cinemark Connections loyalty program within a few minutes.

"Our 'Free Popcorn Friday' initiative is just another example of how Cinemark rewards our outstanding guests for their loyalty throughout the year," commented James Meredith, SVP, Marketing and Communications. "Cinemark Connections has earned distinction from our customers as the first app-based loyalty program in our industry, which also tailors rewards to guests' specific preferences, from free sodas to song and game downloads to video chats with movie talent."

Connections is a completely app-based loyalty program where guests earn points for ticket and concession purchases, as well as successful use of CineMode and social media sharing. Guests can then redeem points earned for traditional rewards, such as concessions, as well as unique experiential rewards, including one-of-a-kind gifts, trips, content, contests, screenings, digital downloads, games, etc.

ABOUT CINEMARK HOLDINGS, INC.

Cinemark is a leading domestic and international motion picture exhibitor, operating 522 theatres with 5,888 screens in 41 U.S. states, Brazil, Argentina, and 13 other Latin American countries as of June 30, 2016. For more information, go to investors.cinemark.com.

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