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Cinemark Enhances Loyalty Program with Cinemark Movie Rewards

Cinemark has refreshed its loyalty program to meet the modern moviegoer's needs with a frictionless path to enhanced rewards

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](https://www.cinemark.com) (NYSE: CNK), a leader in the motion picture exhibition industry, announced the official nationwide launch of its upgraded loyalty program: Cinemark Movie Rewards. Applicable to all Cinemark theatres starting today, Cinemark Movie Rewards gives guests a two-tiered loyalty program that's easy to understand and navigate.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20190515005279/en/>

Cinemark Movie Rewards is a two-tiered loyalty program that gives members one point for every one dollar spent at Cinemark. Members can redeem points for a variety of rewards including movie tickets, concession deals, and movie swag. Members can join for free as a Movie Fan member, or upgrade to Movie Club for a monthly subscription fee. (Photo: Business Wire)

Cinemark's improved loyalty program was fueled by extensive consumer research, creating a simple and modern program that gives moviegoers greater access to free tickets, special events and food and beverage rewards. Cinemark Movie Rewards utilizes a simple points-per-dollar approach, allowing members to earn and track points easily.

"We are constantly looking for new opportunities to innovate and evolve our offerings and provide our guests the ultimate moviegoing experience," said Mark Zoradi, CEO, Cinemark. "Cinemark created Cinemark Movie Rewards to not only meet the needs of our customers but exceed them by providing a user-friendly program that's effortless to manage, personalize and access."

Cinemark Movie Rewards combines Cinemark Connections, Cinemark's existing free loyalty program, and Movie Club, the monthly membership program, under one umbrella, giving loyalty members the chance to choose between two tiers— Movie Fan and Movie Club:

- **Movie Fan—The Free Tier**
 - Members earn one point for every one dollar spent to redeem for free tickets, concession items and collectible movie swag. Additionally, members receive exclusive access to specialty screenings and more all with no upfront cost.
- **Movie Club— The Premium Tier**
 - For a monthly fee of \$8.99, or \$9.99 in CA, OR, WA and AK, and in addition to all Movie Fan benefits, members receive one ticket per month, member pricing on additional tickets, a 20% discount on all concessions every visit and the ability to reserve seats with no online fees. All unused tickets rollover each month and can be used any time with no expiration for active members.

Starting today, all current Cinemark Connections and Movie Club members, as well as their accumulated loyalty points to date, will be seamlessly transferred over to Cinemark Movie Rewards. Guest can now learn more and sign up for Cinemark Movie Rewards at www.cinemark.com/movierewards.

ABOUT CINEMARK HOLDINGS, INC.:

Cinemark is a leading domestic and international motion picture exhibitor, operating 547 theatres with 6,051 screens in 41 U.S. states, Brazil, Argentina and 13 other Latin American countries as of March 31, 2019. For more information go to investors.cinemark.com.

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Cinemark Holdings, Inc.

Lanay Fournier-Stokes, 972.665.1680

communications@cinemark.com

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