

September 13, 2023



Cinemark Introduces Private Swiftie Parties as the Ultimate VIP Event to Experience Taylor Swift | The Eras Tour Concert Film on the Big Screen

Private auditoriums to watch the filmed version of the record-breaking concert with friends and family are on sale now at [Cinemark.com](https://www.cinemark.com) and on the Cinemark app.

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](https://www.cinemark.com), one of the largest and most influential theatrical exhibition companies in the world, today announced that, following record-breaking ticket sales, fans can now reserve an entire auditorium for the ultimate in-theater experience of Taylor Swift | The Eras Tour concert film. Private Swiftie Parties, available exclusively at Cinemark theaters across the U.S., are on sale now at [Cinemark.com](https://www.cinemark.com) and the Cinemark app.

"We are excited to offer fans the ultimate Taylor Swift | The Eras Tour concert film VIP experience in their own private Cinemark auditorium," said Wanda Gierhart Fearing, Cinemark Chief Marketing and Content Officer. "We are wonderstruck by this event's sensational ticket sales and are thrilled to add a new era to our fan-favorite Private Watch Parties with our Private Swiftie Parties. Our larger-than-life screens and captivating surround sound deliver a most enchanting environment to sing and dance along with friends and family to the concert of the decade."

Private Swiftie Parties are on sale now alongside standard individual tickets at [Cinemark.com](https://www.cinemark.com) and on the Cinemark app at participating locations for up to 40 fans for \$800, plus taxes and fees where applicable.

Cinemark's star-studded loyalty members will also be able enter a Private Swiftie Party Sweepstakes for a chance to win their own private viewing of the concert film.

For all details on Taylor Swift | The Eras Tour at Cinemark, visit <https://www.cinemark.com/taylor-swift>.

About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark (NYSE: CNK) is one of the largest and most influential theatrical exhibition companies in the world. Cinemark's circuit, comprised of various brands that also include Century, Tinseltown and Rave, operates 514 theaters (315 U.S.; 199 South and Central America) with 5,812 screens (4,370 U.S.; 1,442 South and Central America) in 42 states domestically and 14 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 and the first to reach the one-million-member milestone; 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://ir.cinemark.com>.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20230912928569/en/>

Media:

Julia McCartha

pr@cinemark.com

Investors:

Chanda Brashears

investors@cinemark.com

Source: Cinemark Holdings, Inc.