November 2, 2026

Holiday Magic Starts at Cinemark with Family Favorites, Seasonal Offers and Big-Screen Fun

Holiday Movie Clubhouse, sponsored by Moonbug Entertainment's "CoComelon: The Movie" and DreamWorks Animation's "Shrek 5," brings classic holiday films back to theaters at a discount beginning Nov. 28

"CoComelon: The Movie" arrives in theaters February 19, with "Shrek 5" hitting screens on June 30, both from Universal Pictures

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the largest and most influential theatrical exhibition companies in the world, is bringing the magic of the holidays to the big screen with the return of Holiday Movie Clubhouse beginning Nov. 28. Featuring beloved holiday classics at a joyful discount, the annual program gives families and friends an affordable way to enjoy festive moviegoing traditions, with tickets on sale now at more than 200 Cinemark U.S. locations. Holiday Movie Clubhouse is part of a broader lineup of holiday offerings, including special gift card promotions, Movie Club memberships and seasonal savings. For more information, visit Cinemark.com/holiday.

"This time of year is all about spending meaningful moments with the people who matter most, and moviegoing has long been part of those traditions," said Wanda Gierhart Fearing, Chief Marketing and Content Officer of Cinemark. "Whether guests are revisiting a holiday favorite, experiencing something new together or giving the gift of entertainment, we are proud to help make the season more memorable through the power of the big screen."

Cue the Holiday Classics

From **Nov. 28 to Dec.14**, families can enjoy the return of Holiday Movie Clubhouse, which brings family-favorite holiday films back to theaters on Saturdays and Mondays for only $5 per ticket, plus applicable taxes and fees. This year's festive lineup includes *Dr. Seuss' How the Grinch Stole Christmas* (2000), *The Polar Express* (2004) and *Elf* (2003), giving guests the opportunity to revisit seasonal favorites or introduce a new generation to these holiday classics.

To add even more value to this festive family tradition, guests can enjoy $1 off snack packs and any size popcorn and drink combos during Holiday Movie Clubhouse showtimes. Tickets are on sale now at more than 200 locations nationwide and can be purchased at Cinemark.com/hmc or on the Cinemark app.

Holiday Movie Clubhouse is sponsored by Moonbug Entertainment's *CocoMelon: The Movie* and DreamWorks Animation's *Shrek 5*, both from Universal Pictures. JJ and friends bring the global family entertainment phenomenon, with all its music, fun and excitement to theaters with *CoComelon: The Movie* on February 19, 2027, followed by the thrilling, magical new

comedy adventure from one of the biggest and most beloved global animated franchises of all time, *Shrek 5*, on June 30, 2027.

Give the Gift of the Big Screen

From movie buffs to the hard-to-shop-for loved ones on every holiday list, Cinemark has gifting covered this season. Movie Club memberships are the perfect way to treat the movie lovers in everyone's lives to big screen entertainment, exclusive perks and blockbuster savings.

Guests can unwrap extra value with special gift card offers throughout the holidays, including a seasonal promotion that rewards guests with a $5 bonus card when they purchase $40 in gift cards. Additional saving opportunities will be available during Black Friday and Cyber Monday.

Merry Merchandise

And for fans who love taking a piece of the movies home, Cinemark will offer special promotions on sought-after collectibles and merchandise throughout the holiday season. Available for purchase both online and in theaters nationwide, the collection features products inspired by the latest Hollywood releases as well as exclusive Cinemark-branded items, making the perfect gift for movie lovers looking to celebrate and share their passion for the theatrical experience. Guests can visit shop.cinemark.com and follow Cinemark's social channels for more details.

Make Spirits Bright on Team Cinemark

From greeting guests to helping create memorable big screen moments, Cinemark employees play a starring role in the theater experience. Team members enjoy valuable benefits such as free movies, employee discounts and flexible scheduling, making Cinemark a rewarding place to work throughout the holiday season and beyond. To learn more about available opportunities, visit careers.cinemark.com.

The Cinemark Experience

Cinemark's commitment to delivering a preeminent out-of-home entertainment experience comes to fruition through continual investment in its theaters and customer journey.

- Fan-favorite Luxury Lounger recliners, with the highest penetration of reclined seats across major U.S. movie theaters with approximately 72 percent of the domestic circuit reclined.
- Cinemark XD, the number one private-label premium large format in the world with over 300 auditoriums across the U.S. and Latin America, representing 13 percent of global box office in 2025 on 5 percent of screens.
- Largest footprint of motion seats with over 650 auditoriums worldwide.
- Everyone's favorite mouth-watering movie theater concessions with free refills on large drinks and XL popcorn, in addition to robust food and beverage offerings, with 80 percent of U.S. theaters offering restaurant-quality menu items and 60 percent offering beer, wine and alcohol. Guests can skip the line and order their cinema snacks ahead of time on the Cinemark app.

- Must-have movie merchandise in theaters as well as online at shop.cinemark.com.
- Superior sight and sound technology delivered by top-of-the-line multi-channel surround sound and Barco digital and laser projectors managed by an industry-leading technology team that delivers a 99.97 percent uptime across thousands of showtimes every day. This means moviegoers can count on Cinemark for a smooth, uninterrupted presentation.
- Guest service scores that consistently reach satisfaction ratings from approximately 95 percent of domestic guests surveyed.
- Cinemark Movie Club, the industry-leading movie theater subscription program with more than 1.5 million members in addition to Movie Rewards free loyalty program with outstanding member rewards.
- Steeply discounted movie tickets at Cinemark theaters on Discount Tuesday, with Movie Rewards members saving even more.
- National partnerships with UberEats, Door Dash, Grubhub and 7NOW to satisfy those movie theater concessions cravings at home.

For full details about the Cinemark moviegoing experience, visit Cinemark.com or download the Cinemark app. Click HERE for general Cinemark images and b-roll.

About Cinemark Holdings, Inc.

Cinemark Holdings, Inc. (NYSE: CNK) provides extraordinary out-of-home entertainment experiences as one of the largest and most influential theatrical exhibition companies in the world. Based in Plano, Texas, Cinemark makes every day cinematic for moviegoers across nearly 500 theaters and more than 5,600 screens, operating in 42 states in the U.S. (301 theaters; 4,219 screens) and 13 South and Central American countries (194 theaters; 1,401 screens). Cinemark offers guests superior sight and sound technology, including Barco laser projection and Cinemark XD, the world's No. 1 exhibitor-branded premium large format; industry-leading penetration of upscale amenities such as expanded food and beverage offerings, Luxury Lounger recliners, concessions mobile ordering and nationwide third-party delivery; and top-notch guest service; and award-winning loyalty programs such as Cinemark Movie Club and Cinemark Movie Rewards. All of this creates an immersive environment for a shared, entertaining escape, underscoring that there is no place more cinematic than Cinemark. For more information, visit https://ir.cinemark.com.

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Cinemark Contacts:
Media:
Julia McCartha
pr@cinemark.com

Investors:
Chanda Brashears
investors@cinemark.com

Source: Cinemark Holdings, Inc.