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Cinemark Theatres to Launch Marmaduke Interactive DVD Gift Card

PLANO, Texas, May 5 /PRNewswire-FirstCall/ -- Cinemark Holdings, Inc. (NYSE: CNK) will be the first motion picture exhibition company to offer this exclusive Marmaduke interactive DVD gift card. In partnership with iACTIVECARD LLC, Twentieth Century Fox Film Corporation and their upcoming film, Marmaduke, these Cinemark DVD gift cards offer the same functionality and portability as a traditional gift card, while featuring a host of interactive entertainment, including Marmaduke-themed interactive games, challenges, activities, bonus content, a video puzzle e-card, links, mobile apps and more.

"Our movie-themed Cinemark Gift Cards are always a customer favorite during the summer months," stated James Meredith, VP of Marketing and Communications for Cinemark. "This new Marmaduke DVD gift card adds an extra dimension for our customers by providing them additional entertainment content to access from their home computer."

Cinemark Gift Cards, which can be purchased at any Cinemark, Century, or Tinseltown branded theatre box office nationwide, allow patrons to place any value they wish on a stored value card for redemption towards ticket and concession purchases. The gift cards can then be reloaded online at cinemark.com or at any Cinemark Theatre. Cinemark gift cards never expire.

Cory Perkins, COO of iACTIVECARD states, "DVD gift cards put the "excitement" back into gift cards. Consumers absolutely love the free bonus content, interactive games, downloads, e-cards and other entertainment which they can enjoy well after the value is spent. Cinemark Theatres have a vastly improved gift card offering over its competition, and the studios now have a powerful new marketing channel that delivers one-on-one messaging on the most popular product in the U.S. – the gift card. The results will be increased theatre visits, concession sales, brand loyalty, and of course new movie buzz. It truly is a win for all groups."

To register a Cinemark gift card online, patrons can visit www.cinemark.com and select the "Gift Card" tab. The card holder may register his or her card to manage their account, purchase advance tickets online with no service fee, view transaction activity, and reload the card with additional value.

The Marmaduke DVD Gift Card is produced in conjunction with Twentieth Century Fox's June 4th release of Marmaduke. Marmaduke, the world's most lovable Great Dane, leaps from comic strip fame (appearing in 600 newspapers in over 20 countries) to big screen stardom. In this family comedy event, the "Duke" is living large in Orange County, California. But fitting in with his new four-legged friends – and a potential romantic interest – isn't always easy for a super-sized teenage dog. The film features the voices of Owen Wilson as Marmaduke, George Lopez, Fergie and Kiefer Sutherland

About Cinemark Holdings, Inc.

Cinemark is a leading domestic and international motion picture exhibitor, operating 424 theatres with 4,896 screens in 39 U.S. states, one Canadian province, Brazil, Mexico and 11 other Latin American countries as of December 31, 2009. For more information go to www.cinemark.com.

About iACTIVECARD, LLC.

Headquartered in New York City, iACTIVECARD LLC is currently the only interactive marketing and technology company globally that provides a shelf ready, patent protected interactive DVD gift card solution. Our solution offers all steps of production including our content development expertise which has included CD, DVD, USB and online-only experiences for the largest, most respected brands in the U.S. DVD gift cards are MAC/PC compatible (not for slot loading computers) and deliver up to 45 minutes of full screen video, audio, gaming, educational and other multi-media content. DVD gift cards are an effective one-to-one marketing tool for retailers and brands. iActivetrack™ software which is programmed into every card provides card play rates, time spent on card, click-thru rates and can be used for CPC AD campaigns. DVD cards can be used as interactive Gift, Pre Paid, Insurance, Coupon, Frequent Flier and Loyalty cards.

About FOX

One of the world's largest producers and distributors of motion pictures, Fox Filmed Entertainment produces, acquires and distributes motion pictures throughout the world. These motion pictures are produced or acquired by the following units of FFE: Twentieth Century Fox, Fox 2000 Pictures, Fox Searchlight Pictures, Fox International, and Twentieth Century Fox Animation.

SOURCE Cinemark Holdings, Inc.