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Cinemark Joins WE.org Movement - Empowering Moviegoers To Make A Difference

PLANO, Texas, March 28, 2016 /PRNewswire/ -- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, announced today its partnership with WE.org, a charitable organization that empowers people to change the world.

Cinemark is the official National Entertainment sponsor of WE Day and will kick off its support with WE Day California on April 7, 2016, followed by WE Day events in Seattle, Illinois and Minnesota. WE Day is an inspirational event like no other, bringing together students and providing a platform for them to learn about some of today's most pressing issues and enjoy high energy performances from chart-topping artists like Selena Gomez and Nick Jonas, as well as speeches from renowned leaders like Malala Yousafzai. WE Day celebrates and inspires this generation's shift from *me* to *we* by acting with intention, leading with compassion, and the power of community. Taking the philanthropic world by storm each school year with 14 stadium-sized events across North America and the U.K., WE Day joins over 200,000 young change-makers from 10,000 schools together in their commitment to take action on local and global causes they are passionate about.

In support of WE.org's initiatives, Cinemark moviegoers across the U.S. can make a positive difference this summer by purchasing a limited-edition Rafiki bracelet that has been handmade with love by artisanal *mamas* in Kenya. Rafiki bracelets will be sold for \$3 each and proceeds will be contributed to WE.org and help a child or family break the cycle of poverty through access to clean water, healthy meals, financial tools, health care, and school supplies. Moviegoers can learn more about the difference their purchases have made by entering the unique code on the back of the package at www.trackyourimpact.com.

Additionally in support of WE.org, Cinemark will celebrate a Community Day event on August 20, 2016 during which movie-lovers across the nation can visit any Cinemark theatre for a morning of free movies donated by our studio partners and proceeds from concession sales will support WE.org.

"At Cinemark, we genuinely care about the communities we serve and are dedicated to making a positive difference in this world. We are looking forward to partnering with WE.org to promote charitable giving opportunities through community engagement," stated Mark Zoradi, Cinemark Chief Executive Officer. "We are excited to connect with our guests philanthropically and assist those in need to reach their full potential. We have deep gratitude to our studio and concession partners as their contributions are imperative to the success of the initiatives."

"We are honored to collaborate with Cinemark — a company invested in driving strong social outcomes for the communities they serve and for those in need around the world," said Marc Kielburger, Co-Founder of WE.org. "It is truly amazing that a small action like

buying a Rafiki bracelet, or enjoying a free movie in support of Cinemark's Community Day, can collectively generate a significant impact in our partner communities overseas and here in the U.S. Given the opportunity to make a difference in their neighborhoods, cities, or around the world, we have witnessed the public rise to the occasion time and time again. We have no doubt Cinemark's communities will come together to support the WE.org program and make a true and lasting difference globally."

ABOUT CINEMARK HOLDINGS, INC.

Cinemark is a leading domestic and international motion picture exhibitor, operating 513 theatres with 5,796 screens in 41 U.S. states, Brazil, Argentina, and 12 other Latin American countries as of December 31, 2015. For more information, go to investors.cinemark.com.

ABOUT WE.ORG

www.WE.org

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