

January 30, 2017



Beauty and the Beast Tickets Now Available at Cinemark.com

Opening Night Fan Event Package Includes XD Ticket, Popcorn, Drink, Special Content and Beauty and the Beast Keepsake

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](http://www.cinemark.com) (NYSE: CNK), a leader in the motion picture exhibition industry, announced that tickets for *Beauty and the Beast* are now available for purchase at cinemark.com. Additionally, moviegoers can purchase a special package deal to Cinemark's Opening Night Fan Event, on March 16 at 6 PM, which allows guests to see the film in XD before anyone else. The special package includes popcorn and beverage in collectible *Beauty and the Beast* containers and a rose keepsake. The Opening Night Fan Event will feature special content before and after the movie, including a 3D music video performed by Ariana Grande and John Legend. Guests are encouraged to purchase tickets at cinemark.com or at the theatre box office.

As an added bonus, Cinemark Connection's loyalty program members will receive extra points when they purchase the Opening Night Fan Event package. Connections is an app-based program which rewards loyal guests with unique experiential prizes, including one-of-a-kind movie collectibles, trips and digital downloads and games.

"Fans young and old alike are anxious to see this well-loved story on the big screen," stated James Meredith, SVP, Marketing and Communications. "Cinemark's Opening Night Fan Event in XD is a unique and special opportunity for moviegoers to experience a magical film in an unparalleled movie environment."

Directed by Oscar® winner Bill Condon, Disney's *Beauty and the Beast* is a live-action re-telling of the studio's animated classic, starring Emma Watson as Belle; Dan Stevens as the Beast; Luke Evans as Gaston; Oscar® winner Kevin Kline as Maurice and Josh Gad as Lefou.

Join Cinemark conversations online at Facebook, Twitter and Instagram (@Cinemark or #Cinemark).

ABOUT CINEMARK HOLDINGS, INC.:

Cinemark is a leading domestic and international motion picture exhibitor, operating 522 theatres with 5,865 screens in 41 U.S. states, Brazil, Argentina and 13 other Latin American countries as of September 30, 2016. For more information, go to investors.cinemark.com.

View source version on businesswire.com:

<http://www.businesswire.com/news/home/20170130006245/en/>

Cinemark USA, Inc.
Bryan Jeffries, 972-665-1090
VP, Marketing & Promotions

communications@cinemark.com

Source: Cinemark Holdings, Inc.