

April 17, 2012



Cinemark Announces Opening of New 16-Screen All-Digital Century Theatre in Fremont, CA

The Newest Bay Area Theatre Features Cinemark's NextGen Concept

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), one of the world's largest motion picture exhibitors, will open a new 16-screen, all-digital movie theatre featuring the new Cinemark NextGen cinema design concept in Fremont, California, on Friday, April 20, 2012. The Century at Pacific Commons Theatre, located at 43917 Pacific Commons Blvd., Fremont, CA 94538 will showcase large, wall-to-wall and floor-to-ceiling screens, enhanced sound systems, and digital projection presentation in every auditorium. Eight of the auditoriums will be RealD 3D capable. Also, the new theatre will feature an extremely popular Cinemark XD Extreme Digital Cinema auditorium.

"We are pleased to be bringing Hollywood back to the Fremont community. It has been almost five years since this city has enjoyed its own neighborhood theatre," states Tim Warner, Chief Executive Officer. "Our new high-tech theatre featuring NextGen auditoriums offers the perfect environment for enjoying some of Hollywood's most anticipated summer blockbusters like *The Avengers*, *Men In Black III*, *The Amazing Spider-Man*, *The Dark Night Rises* and many more."

Long recognized as a pioneer in the theatrical exhibition industry, Cinemark is taking the cinema entertainment experience to the next level. The new Cinemark NextGen theatre will offer the latest technology, cutting edge amenities and customer-preferred options all under one roof. All of the auditoriums will offer a state-of-the-art viewing environment with wall-to-wall screens, 100% digital projection and enhanced sound systems equipped with higher quality speakers and 7.1 capable digital surround sound.

The new Cinemark XD Extreme Digital Cinema auditorium will be the largest in the theatre complex and offers a complete entertainment environment featuring a wall-to-wall and ceiling-to-floor screen, plush seating and a custom JBL sound system with higher end components and 7.1 capable digital surround sound. The digital images will be delivered by a Doremi server and a Barco DLP digital projector. This XD auditorium contains the largest XD screen in the Bay Area and will exhibit the newest movies every week, including 2D and RealD 3D pictures.

All 16 auditoriums will feature stadium seating and high-backed, rocker-style seats with flip-up cup holder armrests. In addition to online and kiosk ticketing, this theatre will feature a birthday party room, which is the first of its kind for Century Theatres in the Bay Area. The convenient self-service concession stand will provide freshly-popped popcorn, Coca-Cola fountain beverages and favorite candy brands. The concession stand also features a "Hot Spot" which offers Chicken Tenders, Buffalo Wings, Jalapeno Poppers, Breaded Shrimp, Cheese Poppers, Mini Cheeseburgers and Wedge Fries.

Several grand opening activities and offers are planned, including radio station appearances throughout opening weekend. For Friday and Saturday of opening weekend, the first 50 customers each day who purchase a ticket at the box office will receive a movie swag bag that includes a *Battleship* iPad case, refillable popcorn tub and Earth Day items. Further details of these offers and a complete listing of grand opening events, advance ticket purchases and showtime information can be found at www.cinemark.com.

About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark Holdings, Inc. is a leader in the motion picture exhibition industry with 456 theatres and 5,152 screens in the U.S. and Latin America as of December 31, 2011. For more information go to www.cinemark.com.

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Source: Cinemark Holdings, Inc.