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Cinemark to Install Luxury Lounger Recliners at the Christiana Mall 12 & XD Theatre in Newark, DE

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (NYSE: CNK), a leader in the motion picture exhibition industry, announced plans to renovate and upgrade their Christiana 12 & XD theatre at the Christiana Mall in Newark, Delaware. The renovations and improvements will include installing electric Luxury Lounger recliners in all 12 auditoriums, including the XD auditorium, and a broadening of its concession offerings. The work and upgrades for the theatre will be completed in the spring of 2017.

"Since its opening in November, 2014, the Christiana 12 & XD has been very well received by our guests," commented Mark Zoradi, Cinemark's CEO. "We continue to promote our customer-facing initiatives by providing an improved entertainment experience with the addition of our comfortable Luxury Lounger recliners to all 12 auditoriums at one of the country's most successful shopping malls."

Moviegoers can download the Cinemark app to view show times, purchase tickets on-the-go, and join our Connections loyalty program. Connections is a completely app-based program which rewards loyal customers with unique experiential prizes, including one-of-a-kind gifts, trips, and digital downloads and games. Guests can also use CineMode and earn rewards for being courteous during movies. Cinemark fans are invited to stay connected through Cinemark's social media channels: Facebook, Twitter, Instagram, and YouTube. Finally, customers can sign up online to receive free weekly show time emailers that contain online coupons for discounts at the concession stand and other weekly special offers at cinemark.com.

ABOUT CINEMARK HOLDINGS, INC.

Cinemark is a leading domestic and international motion picture exhibitor, operating 522 theatres with 5,888 screens in 41 U.S. states, Brazil, Argentina, and 13 other Latin American countries as of June 30, 2016. For more information, go to investors.cinemark.com.

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