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Cinemark Theatres to Offer GI Joe Themed Gift Card

PLANO, Texas--(BUSINESS WIRE)-- Cinemark Holdings, Inc. (the "Company") will launch a limited-time, exclusive GI Joe themed Cinemark Gift Card in partnership with Paramount Pictures and their upcoming film, GI Joe: Rise of Cobra. These special edition gift cards can be purchased at any Cinemark Theatre box office nationwide and online at cinemark.com.

Cinemark Gift Cards allow patrons to place any value they wish on a stored value card for redemption towards ticket and concession purchases at any Cinemark Theatre location nationwide. The gift cards can then be reloaded online at cinemark.com or at any Cinemark Theatre. Cinemark gift cards never expire. Cinemark was the first in the exhibition industry to offer gift cards in 2001.

"Moviegoers have been really attracted to these kinds of limited run, movie-themed gift cards," states Cinemark Vice-President of Marketing and Communications James Meredith. "This GI Joe movie gift card is a great way to say 'Congratulations Graduate,' 'Happy Father's Day,' or 'Happy Birthday' to fans of both Cinemark and the movie."

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

The limited-time GI Joe Cinemark Gift Card is produced in conjunction with Paramount Pictures' August 7th release of GI Joe: Rise of Cobra, a live-action film based on the action figure GI Joe, an American soldier. The film stars Dennis Quaid, Christopher Eccleston, Joseph Gordon-Levitt, Sienna Miller, Jonathan Pryce, Channing Tatum, and Marlon Wayans.

About Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark is a leader in the motion picture exhibition industry. As of March 31, 2009, Cinemark operates 420 theatres and 4,846 screens in 39 states in the United States and internationally in 12 countries, mainly in Mexico, South and Central America.

Forward-Looking Statements

This press release includes "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. The "forward-looking statements" include our current expectations, assumptions, estimates and projections about our business and our industry. They include statements relating to future revenues, expenses and profitability, the future development and expected growth of our business, projected capital expenditures, attendance at movies

generally or in any of the markets in which we operate, the number or diversity of popular movies released and our ability to successfully license and exhibit popular films, national and international growth in our industry, competition from other exhibitors and alternative forms of entertainment and determinations in lawsuits in which we are defendants. You can identify forward-looking statements by the use of words such as "may," "should," "could," "estimates," "predicts," "potential," "continue," "anticipates," "believes," "plans," "expects," "future" and "intends" and similar expressions which are intended to identify forward-looking statements. These statements are not guarantees of future performance and are subject to risks, uncertainties and other factors, some of which are beyond our control and difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements. In evaluating forward-looking statements, you should carefully consider the risks and uncertainties described in the "Risk Factors" section or other sections in the Company's Annual Report on Form 10-K filed March 13, 2009 and quarterly reports on Form 10-Q. All forward-looking statements attributable to us or persons acting on our behalf are expressly qualified in their entirety by these cautionary statements and risk factors. Forward-looking statements contained in this press release reflect our view only as of the date of this press release. We undertake no obligation, other than as required by law, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5966343&lang=en>

Source: Cinemark Holdings, Inc.